

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City



VOL. XCVIII

NEW YORK, MARCH 15, 1917

No. 11



A House Built Upon a Rock

THE magnificent success of The Curtis Publishing Company is founded on a firm faith in the power of sound advertising.

The very first issue of The Ladies' Home Journal was oversold by advertising which was handled by N. W. Ayer & Son. The circulation of The Saturday Evening Post was put up and up, thousands after thousands, by advertising which was handled by N. W. Ayer & Son—and this history is being repeated with The Country Gentleman.

In the book, "Proofs," The Curtis Publishing Company tell with satisfaction of one of the late Curtis-Ayer campaigns. They send "Proofs" upon request to responsible, interested people.

N. W. AYER & SON
ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

**A card in all the cars of
the Interborough Subway and
Elevated system of New York**

Gives 964 Years of Service while You are Living One

The Public Service Commission reports that the aggregate "Passenger Car Hours" on the Interborough lines for 1916 totaled 8,440,920, or 351,705 days.

This means that every advertiser using a "full run" of car cards in the Subway and Elevated received *964 years of attention* concentrated within a period of twelve months.

Two Million far-riding, time-to-read passengers are carried *daily* on this system. On December 18th the traffic reached the enormous total of 2,793,895. These figures represent **CASH FARES ONLY**—*no transfers being included.*

That this medium is indeed "The Greatest Single Advertising Factor in New York" is proved in part by our list of clients. It includes the names of practically all of America's foremost advertisers.

ARTEMAS WARD

Trading as **WARD & GOW**

50 Union Square

New York City

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. XCVIII

NEW YORK, MARCH 15, 1917

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What Made Wrigley?

Interesting Estimate by Himself

By Paul Findlay

IN 1916 the public paid \$35,000,000 for Wrigley's chewing gums. Brought down to penny sticks, this shows 3,500,000,000 pieces. And this business, of an extent incomprehensible to most of us, has been built on the energy, faith and perseverance of one man, plus \$32 of original capital; on the manufacture and sale of what was regarded as an unimportant item of summer confectionery as lately as a few years ago.

If we could seek out the fundamentals of such a unique success and translate them into common, everyday language so other men might apply them, it seems to me we should be doing something quite useful; and, having this thought in mind, I called Mr. Wrigley on the telephone at his Pasadena winter home a short time since. It was on a Thursday, and I asked for an appointment "for next week—say, Tuesday."

"Well, I don't know about that," came back the answer. "Next week's a long way off; but call me up about two o'clock the day you want to come and I'll be glad to see you if I am here."

HAND ON THE PULSE OF HIS BUSINESS

Thus, right at the start-off and before I had seen my man, I got one illuminating point; for consider this:

Wrigley is a millionaire several times over. Back in Chicago he has a chief executive to whom he pays \$25,000 annual salary—whom he knew first as a newsboy,

by the way, twenty-five years ago, and who is the first man he ever hired, paying him \$4 per week as a starter—in intimate and capable charge of his entire business. In Brooklyn he has a branch house big enough in itself to puff up most gum manufacturers, the same being in charge of another of his big men, time-tried and true. He has sub-factories, packing and distributing houses in such centers as Toronto, London, Paris, Tokio, Melbourne, and all the larger cities of the United States. He distributes through every avenue open to gum-selling, which means all but very few of the places where anything is retailed. He has so near to the coveted 100 per cent distribution that what he has not is hardly worth mentioning.

Now, within the last two years, he has come into possession of a solid block on Orange Grove Avenue, Pasadena, where, among the "Mile of Millionaires" he has built a palace which in conception, size, and setting is conspicuous even in such surroundings. Here he plans to come right after January 1st each year to remain until about April 30th to golf, tennis, and motor for respite.

And yet—"next week's a long way off;" meaning that he may be called by telephone or wire to Chicago or New York at any moment, and he holds himself ready to answer any business call at any hour of the day or night.

This being on the job constantly, keeping "business first" ever before his consciousness, harks back to his early days of

making his hours and minutes count double or better. For a long time he used to cover his territory between Monday and Friday of each week; pack and ship his orders—himself, without help—on Saturday and Sunday; then out again.

So here is hint Number Two; a thoroughly developed faculty to make time go its farthest. The development began as I have indicated. It is manifest to-day in the practice of keeping in daily, sometimes hourly, touch with his business.

To get the thing done—now—quickly, definitely, thoroughly; to get it out of the way so the next task may have complete attention in its turn; this is a fundamental of Wrigley philosophy and method. This also, I am sure, is why Wrigley at fifty is brown-haired, vigorously alert, and active as a preferred specimen of the average business man of thirty-five.

So, when the Tuesday came, I got Wrigley aside for a time under a pergola of his wonderful gardens, and asked him to cut loose and reveal to me what made him. And, like all thoughtful, worth-while men, he could not tell off-hand, but had to think awhile.

THE BLESSING OF BEING MONEYLESS

"Well, one thing I know," he said, "it was a blessing that I had no money.

"Capital is necessary in any business. Trouble is, most men regard capital as synonymous only with money; whereas character and a reputation based thereon is of vastly more value than money. My \$32 alone might have set me up in a peanut-popcorn stand, but it was not alone. I was able to borrow large sums from the Chicago banks on my unsecured note because it was known that I was working always, incessantly on the job.

"Young men start business almost daily with lots of money, an 'organization' ready made, everything apparently favorable to success; and they get bumped. Why? Because they lack character seasoned by the invaluable experience of hard work and the strug-

gle to make a dollar produce its utmost quota of return. 'Plenty of money' really is a handicap in the early stages of a business, to my notion.

"I had to make each dollar as I went along. Therefore, I was pretty careful to see that it went for full value. Also, the fact that I had few dollars and had to spend them to get more taught me that the way to get them was to part with them intelligently—keep them out working for me as diligently as possible.

"This, I am sure, is the main reason why I am one of the small percentage that has not failed in business. I did not have to fail in order to learn to be careful.

"Then mine is a one-man concern. I never have had to consult anybody about anything—no 'conferences'; no board meetings. I have been free to think out and decide for and by myself. So there has been a pretty consistent policy.

"And it is true that I have never done anything but work.

BUSINESS FOUNDED ON PREMIUMS

"I learned the value of premiums—and their significance—upward of twenty-seven years ago, very early in my experience as a salesman. I was selling scouring soap. It was hard to sell because, while efficient, it was not widely known. There was one well-established brand in popular demand which fulfilled all functions I could claim for mine. I could sell mine more cheaply, but price was a weak argument to the retailer since he knew he could sell the other without effort. He had to make an effort to sell mine, and he did not want to exert himself even for a more liberal margin. It was my problem to make the retailer work for me to offset the want of consumer demand.

"This soap was priced at \$3.25 the case of 100 cakes. Retailing at 5 cents the cake, it showed a retail margin of 35 per cent. I experimented with an umbrella premium which cost me 75 cents in small quantities. I made the price \$4.25 a case on the soap, an um-

C A N A D A

THE H. K. McCann Company is the only American Advertising Company with an organization in Canada.

Our Canadian organization—The H. K. McCann Company, Ltd.—has been three years on the ground, with its headquarters in Toronto. Its equipment is fully adequate; its thorough-going knowledge of Canadian conditions enables it to offer specialized service of unique value to American Manufacturers selling in Canada.

We believe that there is a big work for our Canadian organization to do aside from handling the Canadian end of our own accounts. We have therefore decided to solicit the Canadian business of manufacturers whose United States business we do not handle.

Our facilities in New York, Cleveland and San Francisco enable us to co-operate directly with any manufacturer or advertising agent in the United States.

The H. K. McCANN COMPANY
In Toronto 56 Church Street In New York 61 Broadway

brella free with each case—and sold it so fast that the home folk wired me to let up on orders for awhile until they could produce more stock.

"The retailer eagerly took a margin curtailed to 15 per cent to get an umbrella that looked like more than an offsetting value.

"This taught me that a dealer might not know my goods, but he did know very nearly the worth of a premium, be it umbrella, scale, showcase or refrigerator; and he would take hold of and push goods with which he could get such things either apparently free or at a greatly reduced price. When I began to sell gum, dealers neither knew its quality nor did they take gum very seriously; but they could grasp the value of what went with the gum, wanted to get that, and so made a real effort to sell the gum, not only in summer, but all the year, and my gum got preferred attention."

So here Wrigley revealed another point: that he makes use of experience. A thing that happens to-day is not shelved and forgotten. It is reflected on and its possible application elsewhere is thought out.

GOOD WILL CLINCHED BY KEEPING FAITH

"Wrigley's goods have been guaranteed always—premiums and all. From the very beginning we have made it a point never to misrepresent an article and never to have a dissatisfied customer, whether dealer or consumer. No matter how unjust or apparently unreasonable a complaint may be, it gets the best and promptest attention. A man will write in that the showcase we sent has not been opened because he can tell by the rattle of it that it is all smashed, and he'll be blank-blanked if he'll be bunkoed that way. We write him to open it at our risk and report damage; that we will pay for repairs, or replace broken parts at our expense, or send him another case; or do anything else that may be equitable in the matter. And we do just that if necessary. But chances are that the next we hear is that he has found

a small pane of glass broken, which he has replaced himself at a cost of 15 cents and won't charge us anything for it. And thereafter he is a staunch friend of ours.

"For the first fifteen years the business was confined to cross-roads towns, worked by mail with premium offerings exclusively. I always believed in the best printed matter, and always bought the very best I could afford to buy. I tried to have the illustrations portray the articles exactly, so the dealer would get all he expected. This plan has not been changed, except that now all the jobbers help in the distribution. I am still paying hundreds of thousands of dollars every year for premiums.

"Since I began to work the large centers I have done an immense amount of general advertising. The rapid growth during recent years I attribute to the persistent and liberal use of advertising. How quickly and effectively advertising can bite on a new member of a 'family' of products, and how it carries forward momentum gained by previous work, are indicated strikingly by the 1916 sales of the three brands featured. The sales of Doublemint and Juicy Fruit, the two newly-advertised brands, were enormous; yet Spearmint, which has been neglected somewhat for a year, had the largest increase of any year in its history.

"To-day every dealer, wholesale or retail, knows he can sell my gums, so is not afraid to stock liberally; but he also knows that if he is overstocked, or for any reason wishes to lessen his line, all he has to do is return the goods and get his money—any time, anywhere this holds good.

"Now we are putting \$3,000,000 a year in all kinds of advertising. With a business so firmly established and such an advertising appropriation, serious competition is almost out of the question. The change in public sentiment toward gum also helps a lot. For instance, gum now not only is permitted, but its use is suggested in hospitals, patients being able to while

OLD MAN PRECEDENT DISTURBED

In the old days the notion that nothing young was of any account completely dominated the business world.

A new concern had to stagger along UNTIL MOSS FORMED ALL 'ROUND ITS NAME before people would patronize it. Magazines had to be aged, like Bourbon, before anyone would advertise in them.

Today—it is not how much moss clings to your reputation but what you are and what SERVICE you can render right here and now. And it is with this thought in mind when we say that NEEDLE-CRAFT, although not quite seven years old, is highly eligible for the National advertiser.

It is young, but husky, leads a clean life, is clear-eyed, has tremendous staying power and in every way, is fit to fight right along with your selling force in the battle you are waging to conquer the American Market.

The youthful NEEDLECRAFT is live enough to get and keep the good will of more than ONE MILLION neat, bright, alert, house-keeping women.

You can reach these American women through the columns of NEEDLECRAFT.

NEEDLECRAFT PUB. CO.

WILL C. IZOR, Advertising Manager

1 MADISON AVENUE, NEW YORK CITY

ROBT. B. JOHNSTON, Western Mgr.
Peoples Gas Building
Chicago, Ill.

CHAS. DORR, New England Mgr.
6 Beacon Street
Boston, Mass.

Member Audit Bureau of Circulations

away tedium and lighten the weight of time through chewing gum; besides which its use as an aid to digestion is recognized.

"Nevertheless, I feel that there can be no stopping place. *What has been accomplished could be dissipated in a couple of years were we to stop advertising or any other sales-effort—it would go almost over night if we did not stay right on the job.*

"That is why everything is just as much subordinated to business to-day as it was in the beginning."

Do we get the clincher here? I think we do. Wrigley knows that eternal vigilance "is the price of this thing;" and he has the wisdom not to kick from under his feet the ladder by which he climbed to success.

Eastern Advertising Manager of "Cosmopolitan"

William T. Hamilton, Jr., at present Eastern advertising manager of *Metro-politan Magazine*, where he has been for two and a half years, has been appointed Eastern advertising manager of *Cosmopolitan*. Prior to his connection with the *Metro-politan*, he was for five years Western advertising manager of the *Housewife*, now *Today's Housewife*.

Mr. Hamilton succeeds Conklin Mann, who has been appointed managing editor of *Leslie's Weekly*.

Karl V. S. Howland Heads Independent Corporation

Karl V. S. Howland has been elected president of the Independent Corporation, New York, to succeed his father, William B. Howland, whose death was noted in *PRINTERS' INK* last week.

Karl Howland has been publisher and business manager of the *Independent* since 1913 and has also been publisher of the *Countryside Magazine* since it was acquired by the Independent Corporation last year.

Joins American Press Association

Henry A. Bruno, general manager of the *Richmond County Advance* of the Borough of Richmond, New York City, has resigned to become associated with the advertising department of the American Press Association, New York.

United Fruit Account Changes Hands

The advertising account of the United Fruit Company has been secured by the George L. Dyer Company.

"Farm Market Week" in Chicago

Under the auspices of the Agricultural Publishers' Association, "Farm Market Week" was a special feature of the Advertising Association of Chicago last week. Farm paper publishers and advertisers spoke on the increasing buying power of the farmer and the means of reaching the farm market.

William Galloway, of the Wm. Galloway Company, of Waterloo, Ia., condemned the purchase of promiscuous mail-order lists. Why unlimber a battery," said Mr. Galloway, "to hit two or three prospects? The inquiry is the thing to shoot for! I would rather have one inquiry from an advertisement than 500 names from a list."

"Nature is the world's greatest advertiser," according to T. W. Le Quatte, of *Successful Farming*. "Ben Franklin saw the advertising of lightning, tore off a coupon, sent it up on a kite for more information, and got electricity in return. The advertising done by nature has the confidence of the farmer. He knows every plant by its brand and every leaf by its label. And likewise, every branded product can be made known by its advertising."

New Agency in New York Field

Murray Howe & Co., Inc., is the title of a new advertising agency which has opened offices in New York City. Murray Howe, the president, has maintained an advertising service for several years in Chicago, doing work for the People's Gas, Light & Coke Company, the Union Carbide Sales Company, the Linde Air Products Company, the Colt Company of New York, manufacturer of lighting fixtures, the Oxweld Company, and the Kings County Gas Company of Brooklyn.

The new organization will seek recognition as a general advertising agency. Associated with Mr. Howe as vice-president is Halsted Van der Poel, formerly treasurer of the Kings County Gas Company. L. G. Sussip, who has worked with Mr. Howe in Chicago for several years, will be secretary of the new company.

Walter B. Stark With Paul Block, Inc.

Walter B. Stark, who has been representing the Home Pattern Company, May Manton Pattern Company, and Bennett Publishing Company publications, and who was formerly with the Walter C. Kimball Company, has joined the Eastern staff of Paul Block, Inc.

Resigns from "Association Men"

F. A. Wilson-Lawrenson has resigned as business manager of *Association Men*, New York. His business plans for the future have not yet been decided upon.

The Victor Record
for February was that
of The Brooklyn
Standard Union.

With a total of
213,654 lines of Dry
Goods Advertising,
it led all morning and
evening papers in
Greater New York.

Sounds good, doesn't it?

A. W. Green's Unshakable Faith in Advertising

Death of President of National Biscuit Company Recalls His Unflinching
Courage in Expanding Business—Statement from H. N. McKinney

ADOLPHUS WILLIAMSON GREEN, president of the National Biscuit Company, a monument to his organizing genius, died Thursday afternoon, March 8, in his apartments at the Hotel Plaza, New York City. He was 74 years old.

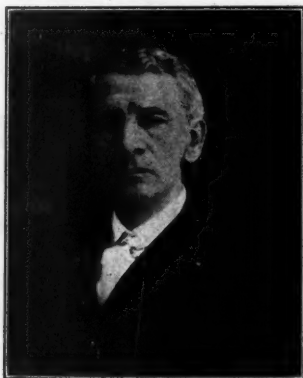
Mr. Green was a most conspicuous instance of the corporation lawyer become business man in fact. In his capacity as president of the great corporation in the formation of which he played the most important part, there was no branch of the business routine that did not represent in a considerable degree his personal attention in planning. And, whatever the matter under consideration, he was accustomed to give it long and uninterrupted periods of undivided study. To advertising problems alone he would set aside whole days for exclusive concentration on this, a subject which formed so vital a factor in the expansion of the business.

WAS FIRST COUNSEL FOR BISCUIT
COMPANY

His association with the manufacture of biscuits began in 1890 when, as counsel, he took part in the organization of the American Biscuit Company, and later the United States Baking Company. When in 1898 the National Biscuit Company was formed on a nucleus of the plants represented by the two organizations just named, and in addition the New York Biscuit Co., the National Cracker Co., the Decatur Cracker Co. and the Hamilton Co., he became general counsel, at the same time maintaining his law practice. It was not long, however, before the stockholders, appreciating the organizing ability represented in tying up 116 separate plants, decided to utilize all of Mr. Green's time and powers by making him, first, Chairman of the Board of

Directors, and then, in February, 1905, president of their company. From a \$4,000,000 corporation, at the time of his death it had grown to command an authorized capitalization of \$55,000,000.

As Uneeda Biscuits have practically carried the bell for the line as a whole, Mr. Green's own comments on the development of the campaign are significant. In an interview with James H. Collins, published some years ago in **PRINTERS' INK**, Mr. Green said:



THE LATE ADOLPHUS W. GREEN

"National Biscuit was made up of baking plants that had proceeded on the old lines of price competition, making a staple article, giving little attention to the quality side of its products as far as improvement was concerned. So when we started we had not a speck of good will. It was to get good will that we advertised, after reconstructing the business.

"To obtain this good will for National Biscuit it was necessary to create something that the public could identify with our business. Bakery goods deteriorated more rapidly than almost anything else

Cosmopolitan—Quality in Bulk

Advertisers want "quality" customers. Most publications are judged on the basis of "quality" circulation.

To compete for "quality" patronage many magazines have classified the evidence of the quality of their subscribers;—many of them even go so far as to compile elaborate and exhaustive tabulations of their entire circulations.

But so many magazines can show a large proportion of high-class circulation that the mere possession of "quality" readers has ceased to be a badge of distinction.

Naturally Cosmopolitan is proud of its "quality," but only for this reason: It is quality circulation
IN BULK.

What other magazine enjoys such a vogue with more than a million well bred, socially prominent, well-to-do people?

The private schools of America have found Cosmopolitan's readers their richest market. So have many other advertisers of quality merchandise.

So will you.

Francis W. Hargrave

under the old conditions of selling them in bulk. We found that a way of delivering our goods to the public in good condition and uniform quality was necessary. So the In-Er-Seal package was invented by another lawyer connected with our company—Mr. F. M. Peters, second vice-president. Then we looked for that one of our products that was the largest seller, so that it might be pushed by advertising and serve to introduce other goods. This product was the soda cracker. The five-cent package was devised because it would be within the reach of everybody, and also contain just about as many biscuits as a family could consume before they deteriorated.

THE SELECTION OF "UNEEDA"

"In looking about for an advertising agency I chose N. W. Ayer & Son, of Philadelphia, and their Mr. H. N. McKinney came on to Chicago. Soon after that the trade-mark Uneeda was originated. This is its history: We wanted a name for our package of soda biscuit. I set down all the names I could think of that might be suitable, and our officers and directors did the same. These were sent for Mr. McKinney's examination. He approved of none, but made out a list of his own. Almost the moment I glanced over his list the word 'Uneeda' caught my eye, and I said, 'That's it.' And it was. The In-Er-Seal on the end of the packages is an old printers' mark that was used in Venice. The printers took it from ecclesiastical sources, probably, for it is a symbol. The circle represents the world, and the cross symbolizes our redemption. The whole epitomizes the triumph of the spiritual over the material.

"When advertising began it seemed as though we had won without effort. The name, the package, the goods themselves, took popular taste, with the result that demand was too big. We couldn't supply it, and in trying to do so our factories were overworked. That led to poor goods, and it immediately became appar-

ent that our manufacturing facilities would have to be revolutionized. New methods and new machinery were needed. We were first among bakers to install a proving-room for the dough where temperature and humidity would be always the same, no matter what outside weather conditions might be. We applied better methods to selection and purchase of flour. This was the critical period in the business. There has never been any doubt as to results from advertising."

In telling how "reason why" or explanation copy was found advisable in exploiting Uneeda Biscuit, Mr. Green said:

"There are thousands of people in this country who don't know what Uneeda means. Many people think it's a liniment. As a supplementary to our In-Er-Seal squadrons (demonstration crews) we have the In-Er-Seal cadets, who travel through places too small to be worked with a squadron. These cadets go from house to house, show people how to open our packages, talk about our various goods and sometimes take orders to be handed over to local retailers. As an experiment we had them ask each housewife three questions:

"First, 'have you ever heard of Uneeda Biscuit?'

"Second, 'have you ever used Uneeda Biscuit?'

"Third, 'if so, do you still use Uneeda Biscuit?'

"These cadets started in intellectual New England, where every person is supposed to read. In towns where 500 homes were visited we frequently found fifty in which Uneeda had never been heard of. Another percentage had heard the word and knew what it meant but had never used the goods. Still others had heard the word, but did not know what it stood for. Many more had used the goods but hadn't bought any for several years, not because they did not like them, but simply through forgetfulness. The trade-mark attracts attention, but doesn't sell goods. Our advertising must tell what it means—explain the

(Continued on page 87)

GOING AHEAD BY LEAPS AND BOUNDS

The American Boy

shows a gain in advertising carried in the first four months of 1917 (January, February, March and April) over the same months of 1916 of 8757 lines or 4334 columns.

No medium in America censors advertising more rigidly than does **THE AMERICAN BOY**.

The net paid circulation is running between 230,000 and 235,000 copies per month.

Do as many other advertisers are doing—

Choose a Leader!

(Member A.B.C.)

THE SPRAGUE PUBLISHING CO.

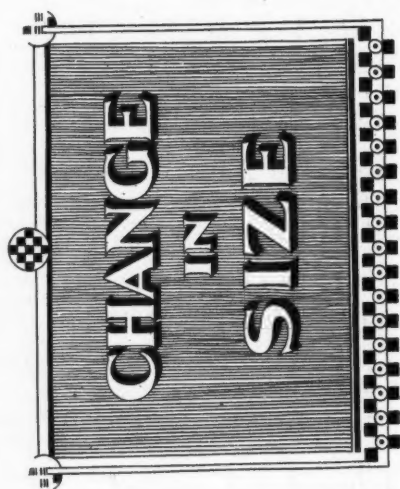
J. Cotner, Jr., Secretary and Treasurer
Detroit, Michigan



Eastern Office:
E. S. Murthey, Mgr.
286 Fifth Avenue
New York City

Western Office:
J. P. Ahrens, Jr., Mgr.
1418 Lytton Bldg.
Chicago, Ill.





THE RED BOOK MAGAZINE
beginning with the October 1917 Issue
will be printed in the "new standard" size

beginning with the OCTOBER 1911 issue
will be printed in the "new standard" size

Type Page measuring $7 \times 10\frac{3}{16}$ inches
143 Agate lines to the column
3 Columns to the page

Single column width $2\frac{1}{4}$ inches
2 column width $4\frac{9}{16}$ inches 3 columns 7 inches

Rate for a full page	\$600.00
Rate for 2 columns (286 lines)	425.00
Rate for 1 column (143 lines)	225.00
Rate on all copy less than 1 column	\$1.65 per line

Final forms will close twenty-fifth of second
preceding month



The Oak As Our Symbol

Did you ever think what it meant that we used an oak tree for The Farm Journal's symbol, or trademark?

You know the oak is a big, well-rooted tree, that it is splendid in its towering majesty, that it is widely protective in the spread of its branches, that it portrays dominance in its field, that the oak is virile and rugged.

These things are what you think of when you see an oak, and they are what you think of when you consider The Farm Journal's leadership, its sturdiness, its strength, its wide influence, its deep-down hold on people's affections, its simplicity, its naturalness, its hidden strength—for there is a root down into people's hearts for every branch that shows in their minds.

In the early days, The Farm Journal's trademark was merely a drawing of an idealized tree, but two or three years ago there came into the office a photograph of a sturdy oak standing on a farm near South Bend, Indiana. This oak was immediately recognized as just what we were looking for, and so has been used ever since. No other equally perfect tree has been discovered, although there is a somewhat similar tree at Michell's Farms, above Andalusia Station, on the road to Trenton.

Our trademark tree symbolizes to our readers and to our advertisers The Farm Journal's strength, its influence, its dominance, its leadership, and its constant growth. Beloved of all men, our oak symbolizes our readers' love for The Farm Journal.

No words, no matter how skillfully written, no fanciful picture, no matter how artistically drawn, no design, no matter how complex, none of these could so effectively represent the idea of dominant leadership as does our oak.

As time goes on, more and more of our printed matter, our advertisements, our letterheads, more and more of our messages to our readers and to our advertisers will carry the oak tree. Those acquainted with us will thus quickly recognize and eagerly receive our printed greetings; those new to The Farm Journal will be put in an especially receptive frame of mind, for they, too, will recognize the oak's significance as applied to a great publication.

In every issue of The Farm Journal the oak appears, building confidence not only in all we ourselves say, but in all the advertising that appears each month.

The oak and The Farm Journal—beloved, sturdy, dominant.

Making Your Ad Leak-proof

Examples That Show How We Often Unwittingly Contribute Much to the Effectiveness of Our Neighbors' Advertisements at the Expense of Our Own—Other Ads That Retain All Their Power

By Robert R. Updegraff

Author of "Obvious Adams"

UNDOUBTEDLY we have all been guilty at one time or another of contributing to the effectiveness of neighbor advertisements at the expense of our own. It would seem that we should observe it ourselves after the advertisements were published, and take care not to allow it to happen again. But we do not seem to be learning along that line. Little home-made mail-order advertisements and large, imposing agency-built advertisements, all are prone to sin. In fact, so often have instances of it appeared in the newspapers and magazines of late that I take my typewriter and shears in hand to call the matter to the attention of brother and sister advertisers.

Some three or four years ago a certain famous Chinese magician was *en tour* in this country and the public was astonished at his sleight-of-hand tricks. They were most baffling. With him was another Chinaman who was always

on the stage during performances, generally busied about something at the side of the stage, while the magician occupied the center of the stage. Almost continuously during the performance of a trick the magician kept his eye on the man at the side of the stage. There was a reason, it seems. I have been told that the secret of this magician's marvelous magic was not so much in his hands, though, of course, they were wonderfully quick, as it was in his eyes. Unconsciously the eyes of the audience followed the direction of the gaze of the magician's eyes, allowing him greater liberty for his hand work because the audience, for the most part, was watching the other man!

Now that is all right for sleight-of-hand, where to distract attention from one's own operations is part of the game, but when an advertiser pays \$2,500 for a half-page advertisement in a magazine that opens flat and uses it to help



College Chap Clothes
for "Life's Five Moments"

HERE'S the type of clothing that the few and select well-dressed young men are known for. The best of everything goes into these clothes—materials, lining, stitching, hand making, all the trifling details of finish that usually accompany the highest priced custom-tailored garments.

See Adams from 1914 Catalog for a more complete description of these clothes.

Knickerbocker, Knickerbocker & Co.
Chicago

...the most important of all the details of finish that usually accompany the highest priced custom-tailored garments. See Adams from 1914 Catalog for a more complete description of these clothes. Knickerbocker, Knickerbocker & Co. Chicago



JORDAN

Closed Cars DeLuxe

...the most important of all the details of finish that usually accompany the highest priced custom-tailored garments. See Adams from 1914 Catalog for a more complete description of these clothes. Knickerbocker, Knickerbocker & Co. Chicago

JORDAN MOTOR CAR COMPANY
CHICAGO, ILL.



FIG. 1. THIS COLLEGE CHAP LOOKS RIGHT THROUGH TWO COLUMNS OF TEXT IN A KINDLY ENDEAVOR TO HELP MR. JORDAN ADVERTISE HIS AUTOMOBILE. SUCCEEDS PRETTY WELL, TOO!

ENGINEERING NEWS and ENGINEERING RECORD

Consolidate

On April 5th the two greatest papers reaching the civil engineering and contracting fields effect a consolidation, probably the most important ever made in the field of technical journalism.

Engineering News and Engineering Record will be consolidated as

ENGINEERING NEWS-RECORD

giving to advertisers, in the one paper, all the strong features and tremendous buying influence of both.

No longer will it be necessary to spend time in determining *what medium to use.*

First Issue April 5th
Take Advantage

ENGINEERING NEWS-RECORD

10th Ave. at 36th St., New York City

More Than a Million— Identified



Trade-Mark

It is important for advertisers and agencies to realize that Collier's with a circulation of more than one million, can give the following definite information about its subscribers:

1. Who they are.
2. Where they live.
3. Their occupations.

With the aid of such facts as these, the advertiser can decide for or against the market provided by Collier's readers, with unsailable assurance not only of its buying character, but also of its buying capacity.

Collier's Ninth Annual Circulation Analysis containing these facts is being mailed this week—it argues its own reason why Collier's has become *practically indispensable* as a medium for national advertising.

COLLIER'S

THE NATIONAL WEEKLY

NEW YORK CHICAGO BOSTON PHILADELPHIA

If you want to know why

PHYSICAL CULTURE

- Enjoys the confidence of its readers to an unusual degree
- Why they regard it as the most important and valuable periodical on their reading list
- Why the volume of advertising carried has more than doubled in the past six years
- Why it can bring to you the good will of its 110,000 subscribers
- Why it produces results for its advertisers at a remarkably low cost

Read the letters on the opposite page

These letters are not "picked" letters. They are just representative letters such as we receive by the score every day.

The work **PHYSICAL CULTURE** is doing in teaching people the fundamental laws of health is a most vital work. Vital to the individual—vital to the home—vital to the nation. That its readers are enthusiastic and grateful is not to be wondered at.

PHYSICAL CULTURE cannot be read lackadaisically. It must be read with enthusiasm or not at all. Its readers cannot be "halfway" folks.

So, the letters reproduced on the opposite page can be considered as very closely representing the consensus of opinion of the 110,000 subscribers who make up the net-paid circulation.

As Told By Our Readers

"Physical Culture" and the Family.

With the aid of PHYSICAL CULTURE I have proved to my satisfaction that a woman can rear a family without injuring her own health in any way.
Long Island, Ala. Mrs. E. M.

"Physical Culture" and the baby.

My daughter, at twenty-eight months old, is forty pounds in weight and thirty-nine and one-half inches in height. She has spent the greater part of her short life out-of-doors, awake or asleep.

I not only find many practical truths in your magazine, but enjoy reading every article.

Fairlawn, Ohio. Mrs. J. W.

Has read every Copy.

When I tell you that I began reading PHYSICAL CULTURE when a small boy and have read every copy since the very first issue, you may know I have a real interest in the magazine and the principles of which it is an expression.

San Pedro, Cal. Mr. E. R. B.

A bouquet from an accidental reader.

About two years ago I accidentally ran across a copy of your valuable magazine while visiting one of my neighbors. I have had good reason to congratulate myself for so doing. It is the only magazine I take that will stand more than one reading.

Blunt, S. D. C. D.

From a physical weakling to a marvel of endurance through "Physical Culture."

I am an example of what may be accomplished by those who will heed your valuable advice and instructions. From a condition of physical feebleness I have developed myself into an engine of endurance that is a marvel to all my acquaintances.

San Diego, Calif. L. C.

Thanks "Physical Culture" for his restoration to health.

In some way a copy of PHYSICAL CULTURE came into my hands and I read it from cover to cover. In a short time my health began to improve until today, at forty-five, I am in perfect health.

Indianapolis, Ind. T. L. S.

Thinks "Physical Culture" should be in every public library.

I think your magazine should find a place in every public library throughout the English-speaking world.

Roycroft Orchard, C. B.
Hastings, New Zealand.

"Physical Culture" changed her mode of living.

I would like to tell how much I appreciate PHYSICAL CULTURE. I was enthusiastic over the first copy I received and have been reading it steadily now for over two years. My mode of life is very different now from what it was when I commenced reading the magazine.

Sebastopol, Calif. Miss H. I. S.

Most beneficial and instructive magazine he ever read.

I can assure you it is with the utmost pleasure that I look forward to the most beneficial and instructive magazine I have ever read and will, I hope and trust, live long to be able to participate in its noble teachings. We are now at sea (S. S. Port Lincoln) and on the way to Egypt, having so far had a very good passage. I am hoping to get the magazine in Egypt.

Portland, Ore.

R. T. C.

Back to health through

"Physical Culture."

Through PHYSICAL CULTURE I regained health and strength and wish I could tell it to everybody who still is taking drugs and slowly, but surely, is killing himself. I gained twenty pounds in less than one year, never feel sick and enjoy every hour of the day.

F. M.

No. 1 Australian General Hospital, Heliopolis, Egypt.

Has read every issue.

I have read the first issue of your magazine, also the last, without missing any in between. The PHYSICAL CULTURE Magazine makes for character, efficiency and clean, graceful, vigorous bodies.

Kalamazoo, Mich.

H. A. S.

Thinks "Physical Culture" a doctor-bill saver.

I take pleasure in informing you of the beneficial results I have derived through reading and following the instructions of your valuable magazine, having been a constant reader for a long time.

Anyone following these simple rules and reading the valuable instructions in your PHYSICAL CULTURE Magazine can be in fine physical condition as well, and save considerably in doctor's bills.

Providence, R. I.

H. Y.

newspaper features *that sell big!*

ONE newspaper's high opinion of its own features may be entirely correct.

But when other shrewd publishers back that opinion by paying for the right to use those same features, there's no doubt about it.

Altho the series of articles on the war which

Carl Ackerman

former United Press correspondent at Berlin is preparing for The Tribune have not yet begun to appear, 56 of the livest papers in the country have already subscribed for them.

Tribune news features, which appeal directly to up-to-the-minute New York, are big enough to be read nationally.

Other Tribune Syndicate Features you'll find the country's big newspapers carrying include Frank H. Simonds' war articles; Briggs' cartoons; "Ding" cartoons; Grantland Rice—Sports; W. E. Hill's "Among Us Mortals," drawings; F. P. A's Conning Tower column; Tribune Institute; women's pages, etc.

In its fight for better business, The Tribune is not forgetting to publish a better newspaper.

New York Tribune

First to Last—the Truth: News—Editorials—Advertisements

does not at this point make a dive for his files and look up the results of these two advertisements. And it is entirely possible that he will find that the "Nerves" copy pulled better than the other, in spite of getting out of bounds. Quite possibly it did, for it had the coupon, and a negative appeal that may hit much harder than the positive appeal of the other piece of copy. But we are not arguing about what the advertisement *did do*; that has little to do with what it might have done if it had kept in bounds. Anyway, we are discussing this merely as a broad principle, not as confined to any one particular advertisement. The illustrations used are not in any sense intended as criticisms of the particular pieces of copy illustrated. They are merely examples clipped from periodicals which happened to be at hand. There are scores of examples each

"No doubt," our advertiser, and most of us, would have been tempted to say, "This is a good advertisement, but it is a little out of bounds."

"At the end of September the advertiser, who had been in the habit of sending me his copy, called on me and said, 'I have just received your copy of the advertisement, and I am very glad to hear that you think it is a good one. I am sure it will do the work for me.'"

Save Jimmy The Office Boy.

"They will save him the work of waiting for the 'Nerves'."

"Yes! and they ought to sign it with David's. The best news in the world ought to be signed with the best ink in the world."

David's 'Elastic Chemical Writing Fluid' protects your records against being obliterated by water. It is the safeguard ink. Think what this means to you in case of fire.

Order a bottle from your stationer TODAY. It is not soiled, and it lasts. We guarantee every bottle.

THADDEUS DAVIDS INK CO., INC.
BOSTON, MASS.

FIG. 5. IN WHICH JIMMY, THE OFFICE BOY, AND HIS ETHIOPIAN COMPANION ATTRACT MUCH ATTENTION TO THE GORHAM CO. AND LITTLE TO THADDEUS DAVIDS' INK

Gorham Table Silver Designs

The range of Gorham Table Silver Designs is as wide as human choice, adapted to the needs and means of every table, from simple patterns whose modesty is a virtue, to the most elaborate motifs of the silversmithing art.

But the selections are more varied at the lower prices, for the demand is larger, and we wish particularly to emphasize that however modest be your ideas as to price, they are not too modest for consideration at Gorham's.

THE GORHAM CO.
Silversmiths and Goldsmiths
FIFTH AVENUE & 36th STREET
17-19 MAIDEN LANE

Business Organizations
—many of the most prominent ones in the United States—have chosen **Pace Business and Business Administration** as the most valuable training in increasing the efficiency of their selected employees.

Investigate for Yourself
the opportunities **Pace** offers you. **Pace** courses and efficient methods are only two of the many reasons why they have chosen **Pace** for their business training.

You will find much helpful information in our free literature which you can obtain by writing to:

PACE & PACE
100 Broadway, New York 11

SPANISH, FRENCH, GERMAN & ITALIAN
LANGUAGE PHONE



Nerves?
"You feel a nervous and restless, irritable, and you know your efficiency is being lost and a thing is being done."

The Garard Cigar
"I need to withdraw myself from my work."

Garard Cigar
"I need to withdraw myself from my work."



Garard Cigar
"I need to withdraw myself from my work."

FIG. 6. HERE ARE TWO ADVERTISEMENTS OF THE SAME CIGAR. ONE HELPS TO ADVERTISE PACE & PACE; THE OTHER RIVETS YOUR ATTENTION ON ITSELF AND ITS MESSAGE

month in the magazines and newspapers. We all seem to be guilty from time to time. Probably we need not regard it as a great crime, and yet when space is as expensive as it is today is it not important that we should get the best out of that space for our companies, instead of giving some one else the benefit of the attention-value of our advertisements and at the same time weakening their attention-value as it relates to the copy we have labored so hard to write and make readable?

It is not always eyes that cause the trouble, either. Sometimes it is the action of the advertisement, as in the case of the Thaddeus Davids' ink advertisement, where Jimmy, the office boy, and his dusky companion appear to

tween you and herself and Tootsie Rolls; she stays in bounds.

The difficulty is, I suspect, that most of our advertisements would be all right just as we build them if they were to be alone on the page (or, rather, the *two* pages) or if we could make up the pages just as we would like to, but we cannot, and so there remains but one thing to do: lay out every advertisement so that it stays strictly within bounds no matter where it is put or what its neighbors are. It can be done. It is being done consistently by some advertisers. But if you will notice in looking through newspapers and magazines you will discover that many an advertisement loses nearly half of its effectiveness to itself by shooting you out of bounds at the very first glance and making it hard for you to get back in and stay in until you have absorbed its message. And this sin is spread out so generally among advertisers and agencies, big and little, that few are immune.

It is a pretty good plan to make up a dummy of an advertisement and then, before finishing it, paste it onto a sheet of paper just the size of the space to be occupied and try it in all sorts of positions in a copy of the magazine or newspaper it is to appear in when finished. Then, if you will take off your Biased Blinders, you will discover things about your advertisement, and perhaps your advertising generally, that you never suspected.

Try it!

With Chicago Agency

A. G. Wallace, formerly advertising manager of Spiegel's House Furnishing Company, and associated with the J. R. Hamilton Advertising Agency, Chicago, has joined H. Walton Heegstra, Inc., Chicago Advertising Agency.

Quinlan Joins McJunkin

Roy Quinlan, formerly of the J. Walter Thompson Company, and more recently of the James H. Rook Company, of Chicago, has joined the Wm. D. McJunkin Advertising Agency of that city.

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Local Vigilance Work to Be Standardized

Representatives of Committees From Many Cities Meet in Indianapolis with Officers of the National Committee — Medical Frauds and Fake Promotions Among Subjects Discussed

A DEFINITE effort was made to standardize local vigilance work and to make it more effective, both as it pertains to the problems of the individual community and to the co-operation of all the local committees with the National Vigilance Committee, at a vigilance conference held in Indianapolis last week.

Attending the conference, in addition to Merle Sidener, chairman of the national committee, H. J. Kenner, secretary of the committee, and Richard H. Lee, special counsel, were paid secretaries from Better Business Bureaus and representatives of Vigilance Committees from many cities.

Movements were started definitely to chart the best way to deal with medical frauds, fake financial promotions, oil frauds and other unclean advertising. The National Vigilance Committee will directly co-operate with the Investment Bankers' Association of America to standardize rules to judge advertising used for the promoting of companies and the selling of securities.

The conference also decided to co-operate with the American Pharmaceutical Association and arrive at a standard whereby medical advertisements can be judged.

In addition, the conference will establish a closer relationship between the Better Business Bureaus and the National Committee.

The conference developed the fact that newspapers in all parts of the country are, for the most part, co-operating closely with the movement both as to financial and moral support.

Along this line, Herbert B. Mulford, Chicago, a representative of the Investment Bankers' Association of America, told of the difficulty newspapers and periodicals

had in distinguishing between *bona fide* and fake financial advertising. One newspaper, he said, had established a school in financial advertising with weekly meetings for men who handle such accounts; teaching them to know good from bad advertising.

He said probably the worst practice of all was that promotion companies used the old trick of citing strikingly successful enterprises in the same field in which the company advertising operates. The conference appointed a committee to work with the bankers in devising a standard whereby such advertising may be judged.

Warren C. Platt, chairman of the Better Business Commission, Cleveland, and editor of the *National Petroleum News*, urged action against fake oil companies which use daily newspapers to exploit their stock.

Frank Armstrong, chairman of the Iowa Vigilance Association, pointed out the wide operations of fake piano concerns and their advertising to the rural communities through the newspapers.

Lewis Clement, Toledo, representing the Piano Merchants' Association, attended the conference and asked that the National Vigilance Committee co-operate with the piano merchants in this respect. The Piano Merchants' Association of America is planning vigilance work to eliminate fraudulent piano advertising.

The conference agreed that the time was at hand to adopt a method that would fit the standards of the American Pharmaceutical Association in the judging of medical advertising. Prof. J. H. Beal, director of Pharmaceutical Research, University of Illinois, set out the association's standards. Chairman Sidener announced that he would later appoint a committee to work with the Pharmaceutical Association in establishing a method of procedure against medical frauds.

The national committee, which is made up of the chairmen of local vigilance committees, with the paid secretaries, will hold another conference in St. Louis at the June convention.

Some Advertising Experiences with the New York EVENING JOURNAL

By W. R. Hotchkin

WHEN John Wanamaker undertook the distribution of the entire output of the publishers of the Century Dictionary and Cyclopedia, it was a new and stupendous undertaking. But it has been the lifelong habit of John Wanamaker to undertake and DO unprecedented and almost unbelievable things in merchandising.

Previous to the production of the Century, the most complete and efficient dictionary was a massive, single-volume Worcester's or Webster's Unabridged. There was a tremendous work of education ahead of publisher and bookseller who could convince thou-

sands of people that they were intellectually naked until they purchased TEN WEIGHTY VOLUMES, at an investment of \$80 to \$120 a set.

Yet that was exactly what was accomplished by Wanamaker Advertising.

Naturally, everybody thought that we had to reach the studious class through so-called "high-class" mediums, the theory being that the great populace would have no use for a great and massive dictionary and cyclopedia, and that they could not possibly pay as much as \$80 for the set, no matter how badly they wanted it.

Finally a page was run

in the EVENING JOURNAL, largely for "luck"—and we certainly got it. We were flooded with coupon inquiries. Of course, somebody thought they were mere curiosity seekers; but they paid their money and had the Century Dictionary sent home; and they kept right on paying until the accounts were settled.

A seemingly amazing thing happened, in advertising: ACTUAL RESULTS IN SOLID SALES were so much greater from the EVENING JOURNAL advertising of the Century Dictionary, that eventually the publishers begrudged any money spent in other papers, because the cost per sale was so many times greater than it was in the JOURNAL.

It was a new discovery in advertising, that a LARGE CIRCULATION PAPER should out-distance all the "exclusive" newspapers in directly traced sales

of a "high-brow" commodity, at a price that was supposed to be prohibitive to all except the well-to-do.

The Century Dictionary Club, the Ridpath History Club, and many other big book propositions proved to John Wanamaker that whether the readers of the EVENING JOURNAL were the most intellectual people in New York was not so important as it was to discover the INCONTESTABLE FACT that Journal readers were MORE EAGER THAN OTHERS TO IMPROVE THEIR MINDS, and that THEY ALWAYS HAD THE MONEY TO BUY WHAT THEY WANTED.

Just the other day, this continuing evidence of the character of the readers of the EVENING JOURNAL was proven by a letter received from the publishers of the ENCYCLOPÆDIA BRITANICA, in which they say:

"March 18, 1916.

The Publisher,
New York Evening Journal,
New York City.
Dear Sir:

In arranging with Messrs. Sears, Roebuck & Co., for the new 'Handy Volume' issue of *The Encyclopaedia Britannica*, we have constantly advised with them as to the advertising and we very early found that we faced a curious problem. That was, to convince the average man and woman that *The Encyclopaedia Britannica* was a work of enormous value to them, and not to 'high-brows' alone. Also, because the price was so heavily reduced, to establish the fact in people's minds that this was a genuine and unabridged issue of the new Eleventh Edition.

In tracing the sources of the tremendous sale which this issue has had, it may interest you to know that we have received orders from the *New York Evening Journal* advertising which are more than satisfactory.

From one advertisement which was placed in your paper we have received larger returns than from any other *New York* newspaper, morning or evening. The buyers of the new *Britannica* represent of course the most alert and intellectually alive element of the community. It has interested us to know how large a number of these are among your readers.

Yours truly,

THE ENCYCLOPAEDIA BRITANNICA CORPORATION,
Per H. E. H."

After getting the overwhelming EVIDENCE which the Century Dictionary supplied, of what the *Journal* would SELL, I began to study the paper, to analyze its factors of strength, and to try to get some fair grasp on the problem of WHO WERE ITS READERS.

The facts that forced themselves upon me were such that I would not have believed them were they told to me.

And to-day the EVENING JOURNAL is a

better newspaper by at least fifty per cent than it was then; editorially as well as advertisingly; AND ITS CIRCULATION HAS INCREASED ENORMOUSLY.

If the *Evening Journal* was so startling in results then, and has advanced so greatly since then, it seems that the advertiser in *New York* who does not use the EVENING JOURNAL must be guided by his prejudices rather than by his judgment, when ignoring such a vast proportion of the buying public.

Standard Sanitary Mfg. Co. Sells Sinks by Advertising Kitchens

A Selling Plan in Which the Products of Over Fifty Other Manufacturers Are Given Gratuitous Advertising

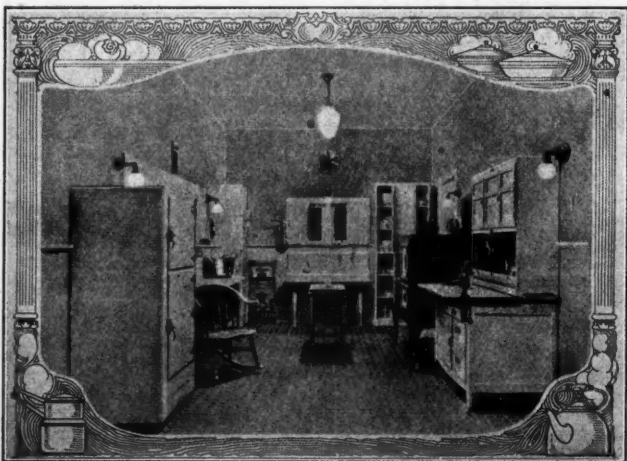
By John Allen Murphy

IT is indeed a favorable commentary on the heights of progress to which advertising has reached when we find a manufacturer far-sighted enough to see where it will pay him to put his own product in a subordinate position in his advertising and store displays and to give the place of prominence to the products of other manufacturers. It is difficult to conceive of many cases where it would be advisable to do this. Considering the matter in an off-hand way, it does not seem like the best merchandising policy.

Yet, in a large measure, this is what the Standard Sanitary Mfg. Co. is doing now in promoting its Standard Kitchen Sinks. This successful advertiser is not throwing away its money and neither is it indulging in any philanthropic whim. In gratuitously advertis-

ing the products of over fifty other manufacturers it is prompted by the soundest business reasons, as a little study of its policies and methods will show fully.

The big task before this company is not to sell merely the concrete object, known as a sink, but the abstract idea of kitchen beauty, kitchen convenience, sanitation, and efficiency. The latest model in sinks undoubtedly would be of interest to most women, but certainly they would be more interested in a beautiful kitchen, as a whole, fully equipped with all the most modern conveniences and in which the sink formed a very essential part. It is easier to make a woman want the completely furnished kitchen than a single article in it. In other words, the lure of the sink or of any other piece of equipment is in no way equal to that of the whole



ONE OF THE MODEL KITCHENS, FULLY EQUIPPED, APPEARING AS ILLUSTRATION IN MAGAZINE COPY

News Pictures





World's Greatest

The Evening Illustrated Leads the world to successfully produce every day—a startling innovation

A Four-Page Picture

The daily production of four full pages of rapid-fire news pictures requires expert photographers with a keen sense of news values; a powerfully equipped studio to handle the photographs hot from the scene of action; and mechanical facilities capable of producing and printing halftone plates on newspaper stock with lightning-like rapidity.



Evening

test Pictorial Daily

ted Ledger is the first newspaper in
produce four pages of news pictures
novation in daily journalism.

icture Section Every Day

ar full Ledger photographs are not
es re- just "pictures"—they are graphic
with a records of current news events,
power- often unique, and always full of
le the human interest. They illustrate
ene of the day's news.

ilities Wherever news is in the making,
inting there Ledger photographers are,
stock and the new Four-Page Picture
Section covers the news of the
world each day.

g ILLUSTRATED **Ledger**





Morning, Evening and Sunday the Ledger GETS THE NEWS, and gets it ahead of other newspapers, because of its special news services—London Times Cable and Mail Service; Associated Press; International Press, and the Ledger's own correspondents in New York, Boston, Chicago, San Francisco, Atlanta and South America.

The Evening Illustrated Ledger gets the best NEWS PICTURES, and gets them FIRST, because it has its own staff of experienced NEWS PHOTOGRAPHERS.

National advertisers know that in Philadelphia the Ledger leads.

The Ledger

Morning

Evening

Sunday


kitchen. In talking kitchen efficiency to a woman in order to interest her in sinks, the argument becomes very much more convincing when it is possible to visualize to her concretely just what the efficient kitchen is.

The adoption of these selling tactics marks no radical departure for the Standard Sanitary Mfg. Co. Similar methods have been employed in the advertising of its bathroom equipment. What this company has been advertising is not so much the material for a bathroom, but rather the bathroom idea—the abstract idea of beauty, completeness, luxury in the bathroom of the home. Of course, there is not an exact parallel between the sink advertising and that which has been used for bathrooms for some years, as the situation is entirely different. The company manufactures and offers for sale most of the equipment shown and mentioned in its bathroom advertising, but of the dozens of things illustrated in its sink advertising it has to sell only the sink, culinary table, and grease trap. Any selling help it gives to the other articles is purely gratuitous. This is what makes the present campaign of the advertiser so noteworthy.

Not until recent years has there been any great development in the design of one-piece kitchen sinks. In many otherwise finely furnished homes flat-rim sinks encased in wood are still to be found. Seemingly there is a teeming market for sinks of the newer sort—sanitary, roomy, and offering every modern convenience. The company saw what a rich field had been opened up to it and what possibilities advertising offered. The Standard people never advertised sinks to any great extent until the latter part of 1915. In 1916 they went after the business in earnest. Last fall the large appropriation was devoted entirely to sink advertising. This piece of equipment will figure considerably in all the future advertising plans of the company.

It has been said that the advertising of the Standard, and later

of the other manufacturers in this field, has made America a nation of bathtub users. The advertising has lifted the bathroom from what was looked on as the lowliest room in the house until it is regarded as the most necessary. No room is exhibited by the homeowner with more pride. The same promotion methods that brought about this transformation in the bathing habits of an entire nation



**EFFICIENCY KITCHEN
EQUIPPED WITH A "Standard"
ONE-PIECE KITCHEN SINK**

HERE is shown an efficiently equipped Efficiency Kitchen with an accompanying floor plan. Note the convenient arrangement particularly the position of the "Standard" One-piece, Double Drain Basin White Enamelled Sink.

The modern kitchen is not merely a room wherein the "cooking is done" but is the "food laboratory" of the home. The preparation of food centers around this sink, therefore it is imperative to have a sink that is absolutely sanitary as well as serviceable to the highest point of efficiency.

"Standard" Sinks are sanitary because they are made in one-piece, white enameled—no cracks or cavities to catch dirt; the beautiful enamel finish makes thorough cleaning possible.

"Standard" Sinks are serviceable because of their durability, size, adjustable height up to 36 inches, improved faucets that prevent pounding and other destructive actions.

There is a size or design to meet your requirements exactly. The floor plan shows how well the largest size can be placed in a small kitchen if the kitchen is efficiently arranged.

Write for special bulletin on "Efficiency Kitchens".
See your Plumber.

Standard Sanitary Mfg. Co.
Dept. 1. Pittsburgh, Pa.

Branches: ALBANY, N.Y.; ALBUQUERQUE, N.M.; ANCHORAGE, A.T.; ARIZONA, Phoenix; ARKANSAS, Little Rock; CALIFORNIA, Los Angeles, San Francisco, San Diego, Santa Ana, Santa Monica, Santa Barbara, Santa Cruz, San Jose, San Luis Obispo, Stockton, Tulare, Ukiah, Yuba City; COLORADO, Denver, Fort Collins, Pueblo; CONNECTICUT, New Haven; DELAWARE, Wilmington; DISTRICT OF COLUMBIA, Washington; FLORIDA, Jacksonville, Miami, Orlando, Tampa, Tallahassee; GEORGIA, Atlanta; ILLINOIS, Chicago, Springfield; INDIANA, Indianapolis; IOWA, Des Moines; KANSAS, Topeka, Lawrence; KENTUCKY, Louisville; LOUISIANA, New Orleans; MAINE, Portland; MARYLAND, Baltimore; MASSACHUSETTS, Boston; MICHIGAN, Detroit, Grand Rapids; MINNESOTA, Minneapolis; MISSISSIPPI, Jackson; MISSOURI, St. Louis, Kansas City; MONTANA, Helena; NEBRASKA, Omaha; NEVADA, Reno; NEW HAMPSHIRE, Manchester; NEW JERSEY, Newark, Jersey City; NEW MEXICO, Albuquerque; NEW YORK, New York, Albany, Buffalo, Syracuse, Yonkers; NORTH CAROLINA, Raleigh; NORTH DAKOTA, Bismarck; OHIO, Cleveland, Columbus, Cincinnati, Dayton; OKLAHOMA, Oklahoma City; OREGON, Portland; PENNSYLVANIA, Philadelphia, Harrisburg, Pittsburgh, Scranton; RHODE ISLAND, Providence; SOUTH CAROLINA, Charleston; SOUTH DAKOTA, Sioux Falls; TENNESSEE, Nashville; TEXAS, Dallas, Fort Worth, Houston, San Antonio, Austin, El Paso, Galveston, McAllen, Odessa, Port Arthur, Tyler, Victoria; UTAH, Salt Lake City; VERMONT, Montpelier; VIRGINIA, Richmond; WASHINGTON, Seattle, Tacoma, Everett, Olympia; WEST VIRGINIA, Charleston; WISCONSIN, Milwaukee, Madison; WYOMING, Cheyenne.

**MAGAZINE ADVERTISING IN WHICH
EFFICIENCY KITCHEN IS FEATURED**

is now being applied to the kitchen. What advertising has done for the one, it will do for the other.

During the last few years there has been much talk about efficiency in the kitchen, business methods in the household, and so forth. The kitchen has been called the laboratory of the home. More

than talk has come out of this. It has developed into a movement that is gaining impetus every day. The Standard people are capitalizing this movement by hitching up their sink campaign to it. They very wisely see that they can sell more sinks by getting people to take more interest in having their kitchens not only fully equipped, but also invitingly arranged.

The copy used in this campaign may be divided into two classes. One class is regular advertising copy, in which the product is illustrated and described in the usual way. In the illustrations, at least, of the other class of copy, the product of the manufacturer holds a secondary position. The dominating note in this copy is the picture of the efficiency kitchen, completely equipped. In viewing this illustration the reader gets an impression of the *tout ensemble*, rather than of any particular device. However, if anything does stand out individually from the picture and make a bid for the undivided attention of the reader it certainly is not the sink, which is placed quite modestly in the rear of the kitchen.

MAKES HOUSEWORK SEEM EASY

Examining the illustration more in detail, it is surprising to note the large number of machines, utensils, and contrivances that it takes to furnish the modern kitchen. Not the least of these necessities is an immaculate rocker, placed in inviting proximity to a shelf of books. It would appear that with all these labor-saving devices, arranged so handily, the housewife certainly should be able to find some time to read a favorite book in the convenient easy chair. What a subtle advertising suggestion that rocker and those books give! They are worth no end of preachments about the time-saving, work-economizing value of the articles shown.

In addition to the picture of the kitchen a floor plan showing the ideal arrangement also is presented in these advertisements. The copy itself is confined pretty much to setting forth the advantages of the sink, although the argument

is linked up with the efficiency kitchen idea and with the illustration.

The company first exhibited these fully equipped kitchens at the Western Pennsylvania Exposition. Two complete kitchens were shown—one equipped with electrical devices and the other with gas-burning devices. The exhibit took hold of the public to such an extent that the company saw it had hit on a most effective selling plan. Later the kitchens were set up in the Pittsburgh showroom windows and shortly afterward duplicated in the St. Louis showrooms. The concern is now working on a plan to install permanent efficiency kitchens in its many showrooms throughout the country. In this way hundreds of thousands of people will see them each year. It is figured that these exhibits will be a powerful supplement to the advertising.

No charge is made to the outside manufacturers whose products are advertised, although, of course, they are glad to contribute their goods for use in the display. The names of these contributing manufacturers are mentioned generously in the bulletins issued by the Standard people. Among them are several well-known advertisers.

While no figures are available, it is reported that this consumer-interest has already reflected itself in a most remarkably increased sale of sinks. The copy is appearing in a long list of magazines, in architectural publications and in trade journals.

Arthur Rosenberg Leaves New York "American"

Arthur Rosenberg has resigned from the advertising staff of the New York *American*. He has been manager of the real-estate department. His association with the *American* covered a period of sixteen years.

D. H. Newhall, Jr., With Oliphant

D. H. Newhall, Jr., formerly Eastern representative of the *Pacific Drug Review*, has joined the staff of the C. J. Oliphant agency, New York.

Lord & Thomas Creeds

No. 38. *Skeptics*

We are dealing with a world of skeptics.

People fear their own credulity. So, in self-protection, they seek flaws in all that sellers say.

They don't fear actual lying so much as exaggeration. For laws now punish liars.

In advertising we must disarm this skepticism, else we can't convince.

Don't use fluent generalities.

Be specific in your claims.

Say only that which must be truth, if it isn't a deliberate lie. Then people will believe it.

Be exact and careful. If a statement may arouse a doubt, explain the doubt away.

Make truth seem like truth.

People are easily fooled, and they know it. But in guarding themselves they usually discredit things that don't deserve it.

More salesmen fail through looseness than through lies. They make fact seem like fiction, just by careless handling.

Many an ad when analyzed seems both fair and true. But in hasty reading it appears a fabrication.

The man you trust qualifies all statements that require it. Words good as bonds always sound like bonds.

But the voluble man whose words flow too easily is ever at a discount.

So it is in ads.

This is the thirty-eighth of a series of business creeds to be published in *Printers' Ink* by Lord & Thomas. If you desire the set in card form address Lord & Thomas, Chicago, New York or Los Angeles.

**NEW YORK CITY
TELEPHONE
DIRECTORY**

**"Everybody
looks in the
Telephone
Books~"**

The New York City telephone book is consulted *more times every minute of the day* than any other publication in New York City! That's one reason why its advertisers get *results*.

Forms for the big May issue close Tuesday, May 1.

Better act NOW.

New York Telephone Co.
Directory Advertising Department
15 Dey Street, N. Y. City
Cortlandt-12000

PROFESSIONAL MAN

BUSINESS MAN

IN THE HOME

IN THE HOTEL

IN PUBLIC BOOTHS

IN SOCIETY

THE STOREKEEPER

THE WORKMAN

AMERICAN TELEPHONE & TELEGRAPHED
LOCAL
LONG
DISTANCE
TELEPHONE
BELL SYSTEM
AND ASSOCIATED COMPANIES

Raising an Advertising Appropriation by Earning It First

How the Washing Machine Manufacturers Are Paving the Way for a Co-operative Campaign to Consumers

ONE of the associations of manufacturers within the furniture industry held a meeting recently behind closed doors to decide whether or not it would be possible to conduct a national advertising campaign to insure as far as possible a continuance of present business conditions after the war. The matter is still in suspense, but it is generally believed in the trade that the project, in spite of its obvious advantages, will fall through because of unhealthy conditions within the association itself. In other words, these members feel that before undertaking any sort of a national campaign they must first set their house in order. They all agree that this must be done, but none of them seem to know how to do it.

The experience of the American Washing Machine Manufacturers' Association, which has grappled with this very same problem and is on the verge of beginning a nation-wide campaign, may be of timely significance to many readers of *PRINTERS' INK* at this time. This association was organized about a year ago for the purpose of bettering trade conditions. It is composed of sixty manufacturers, making all types of washing machines, sold through various channels of distribution. Like all associations of its type, it had a hard fight for life at first. Each member entertained a secret belief that the other fellow was out to "put something over." The big manufacturer couldn't see what he was going to get out of the association, anyway. It looked to him like a scheme to shift the little manufacturers' burden onto his shoulders. But regardless of what he thought inwardly, he was afraid to stay on the outside—it was at least necessary for him to show that he was as broad-minded as his competitor, and if

his competitor joined, why, of course, he had to join, too.

Needless to say, the first meetings of the new association did not set any records in the way of accomplishment. The usual speeches were made; the usual resolutions passed; the usual suspicions aired. But this period of the association's life, while barren of tangible results, perhaps, had accomplished one tremendous task. These sixty competitors had come to know each other; as acquaintance grew trust took the place of distrust, and the first big step toward advertising had been accomplished.

TACKLING THE COST BUGABOO

With an *entente cordiale* established the moving spirits in the association next turned their attention to the price-cutting problem, which was rampant in the washing-machine industry, just as it is in almost every unorganized industry. Raymond Marsh, secretary of the association, made a preliminary survey of the existing conditions, which he submitted to the Federal Trade Commission for its consideration. One manufacturer claimed that he was making his money on hand-power machines, but was losing on electric machines. Another declared he was losing on hand machines, and was making his money on the electric. A comparison of cost-keeping systems showed that they were making a ridiculously small margin on both—in short, that neither one of them actually knew what it was costing to produce washing machines, with the natural result that selling prices were fixed by guesswork, with most manufacturers cutting prices on the well-known theory that if the other fellow can make a machine for \$30, "I can make it for twenty-five."

Upon explanation to the mem-

bers, they saw that here was the gist of the whole situation, and set out to improve the condition. Members were asked to get together on some standardized cost-accounting plan. The idea was warmly received. The bigger they were the more interested they became in the cost plan, because it was plain that if unfair competition could be done away with by turning the light on manufacturing costs, it would mean more profit for all—especially the man with the largest sales. "If you can eliminate price-cutting," said the big fellows, "we are with you heart and soul." And it was done, not in a moment, but by gathering all data available and striking an average standard acceptable to all members.

HOW THE ADVERTISING FUNDS WERE EARNED

The full significance of establishing cost standards for the entire association is much greater than may appear on the surface. Mr. Marsh found in making his survey of the industry that the average manufacturer was making only 5 per cent net on his sales, and 8 per cent on investment. Over 60 per cent were not charging off depreciation or interest on investment until the end of the year, instead of adding these items on at the beginning of the year. Other equally unbusiness-like flaws were discovered. By correcting these the association automatically provided its members with ample funds for advertising. When the time came to ask for contributions to a general advertising fund, Mr. Marsh was able to point out that he was not asking the members to give something for nothing, but merely to set aside a part of what the association had been able to save them for business insurance.

Another instance of a similar sort is seen in the saving which the association was able to effect for members in purchasing raw materials. Cypress lumber, for example, which is used in quantities by most of the manufacturers is now secured by them at

a saving of 25 per cent. This was accomplished by sending a committee South to interview lumber manufacturers and arrange for supplying their members with a grade and cut of lumber which had a minimum waste.

A similar saving has been effected in other materials entering into the construction of a washing machine, and by standardizing the styles of the various parts of machines as made by different manufacturers, a still further saving has been effected. Take wringers, for example. Before the association looked into this phase of the business two manufacturers of wringers were making 458 different parts for the sixty members of the association.

Bothersome problems relating to patent controversies have been settled outside the law courts. A uniform guarantee period has been established. Quantity buying on long contracts has been brought about. Trade relations were improved by co-operative agreements among members. And so on down the line. All this has been done in a little over a year, and to-day the decks are clear and the association is focusing its attention on the bigger problem of creating demand. Within the next few months magazine readers will be confronted on every hand with educational copy, showing the economy and desirability of washing by machinery.

Thus we see how one association has made advertising possible by actually creating the funds through preliminary work of a high order. Not only have the washing-machine manufacturers set their house in order, but they have been able to solve the difficult problem of raising funds for extending the market of the entire industry by earning them first. If other associations could take a leaf from the experience of this association, and before asking for advertising contributions put the industry on a more profitable basis, there would be less opposition to an advertising programme when the matter was presented at general meetings.



(Remarkable photograph, taken through telephoto lens at a great distance, and greatly enlarged for reproduction in Leslie's)

No mere *words* can make you understand, as this *picture* does, why there are so few survivors—if any—when a ship strikes a mine.

At times like these, for the past sixty-one years, the American people have turned to Leslie's for *the news in pictures*

—and they have never been disappointed.

Do you want *reader-interest*?

Leslie's

Illustrated Weekly Newspaper
Established in 1853

Question: To What Extent Should Advertising Agent Be Press Agent?

Federal Trade Commission Quizzes C. M. Wessels in Shredded Wheat Company Inquiry

Special Washington Correspondence

TO what extent is an advertising agent justified in undertaking volunteer publicity promotion for a client?

This interesting ethical question has just been raised by the recent experiences of C. M. Wessels, president and general manager of the C. M. Wessels Company, of Philadelphia, specialist in trade-paper advertising. The experience takes on especial significance by reason of the fact that the inquiry into press-agency in which Mr. Wessels appeared as the chief figure was conducted on behalf of the Federal Trade Commission, a governmental body that is to come, sooner or later, into pretty close contact with advertising interests in general.

It must be made clear that the Federal Trade Commission has made no charge or "complaint" against Mr. Wessels. His participation in current events is merely in the capacity of chief witness in the Federal Trade Commission's action against the Shredded Wheat Company, of Niagara Falls, N. Y., a complaint that grew out of the charge that the Shredded Wheat Company has employed unfair methods of competition against a rival, the Ross Food Company. At the same time it is made to appear that one of the moves in the Shredded Wheat campaign that has provoked the closest scrutiny by the Federal Trade Commission was made by Mr. Wessels in his desire to render full service as an advertising agent.

Specifically, the labor of love that was later to incur for Mr. Wessels hours of examination and cross-examination, was the circulation to editors of trade-papers of a reprint of an article that appeared in the New York

Journal of Commerce and that recited the fact that the Shredded Wheat Company had filed suit against the Ross Company. This article, headed "Unfair Trade Charge in Cereal Food," appeared in the grocery department of the *Journal of Commerce* on Monday, October 18, 1915. Incidentally, it was testified by Ellis L. Howland, grocery editor of the *Journal of Commerce*, that the article had been prepared in the ordinary routine of news gathering, being based upon data furnished by Fred C. Mason, the vice-president and general manager of the Shredded Wheat Company, who had been importuned to furnish the facts by the grocery editor. The latter had advance information that a suit was to be filed.

SENT TO PUBLICATIONS IN WHICH ADVERTISING APPEARED

Acting solely on his own initiative and without consulting any of the officials of the Shredded Wheat Company, Mr. Wessels had made reprints of the *Journal of Commerce* article and mailed a copy, together with a personal letter asking republication of the article, to the editor of each of the forty to forty-five grocery trade-papers that are supplied with Shredded Wheat advertising through the Wessels agency. Asked by counsel for the Federal Trade Commission why he had taken this task upon himself, Mr. Wessels replied, "Mr. Fred Mason comes more nearly exemplifying my idea of what God intended a man to be than any man I know, and I felt that he and his organization were threatened, and I felt it was my duty, not only as a newspaper man, but as a friend of Mr. Mason, to do what I could."

(Continued on page 49)



DOMINATING

its field in pur-
chasing ability
per family and
yet at lowest
advertising cost
per thousand.

H. R. REED
ADVERTISING DIRECTOR

*Today's
Housewife*

461 Fourth Avenue
New York

Member National Periodical Association
Member Audit Bureau of Circulations

RECOGNITION

for instance

RECOGNITION comes when the job is well done. If you receive thousands of inquiries a year as a result of your advertising you probably feel that your product, through your advertising copy, has made the right appeal to the right people at the right time. How about a general magazine, established a quarter of a century ago, that receives such recognition from its readers through various editorial departments? Wouldn't you say that magazine is making the right editorial appeal to the right people at the right time? And what is that worth to you? Advertisers in McCLURE's who know claim that it's worth more than they pay for it. Intimate editorial contact with its readers is the strongest asset of any publication when considering its value as an advertising medium. The story of this *recognition* will be told in Printers' Ink in a series of advertisements by



PINE TERRACE

W. F. ROBIE, M. D., SUPT.

LONG DISTANCE TELEPHONE

Baldwinville, Mass.,

November 20, 1916.

Mr. Cleveland Moffett,
Care of McClure's Magazine,
New York, N. Y.

Dear Sir:

I have just read your article "Is the Way of the Transgressor Really Hard?" From time to time I have read others by you and by Anna Steese Richardson, with such stories as "The Lifted Veil" and "The Straight Road". No doubt most people look upon McClure's as a good magazine for light or desultory reading, but I am coming to look upon it as the magazine which is taking a paramount interest in the most vital problem of the age, or of any age - not only taking an interest but the authors are, consciously or unconsciously, doing much to solve this most intricate problem which means more perhaps than all else to each one of us.

Respectfully,

W.F. Robie.

For the maker of shoes: In 1916 The Chicago Daily News printed more shoe advertising *six days a week* than any other Chicago newspaper printed *in seven days*. The figures (in agate lines) are:

The Daily News . . . (6 days) . . .	313,843 Lines
The Tribune (7 days) . . .	262,789 Lines
The American (6 days) . . .	154,386 Lines
The Journal (6 days) . . .	101,032 Lines
The Herald (7 days) . . .	100,279 Lines
The Examiner (7 days) . . .	75,807 Lines
The Post (6 days) . . .	29,690 Lines

Do those figures have any bearing on *your* advertising plans for Chicago?

The Chicago Daily News

Over 425,000 daily

"It covers Chicago"

When the advertising agent posted his letters to the trade-paper editors—and, in some instances there was enclosed with the reprint a clipping from the *Modern Merchant and Grocery World*, of Philadelphia, issue of October 23, 1915—he sent also a communication to the Shredded Wheat Company, telling what he had done and appending a copy of the form letter that had gone out to the editors. It does not appear, however, that his principals endorsed the voluntary action of the advertising representative. On the contrary, Mr. Mason let it be known that “he did not want to have anything to do with it.”

On account of the attitude at the Niagara Falls offices Mr. Wessels did not follow up his project. In his original letter to the editors he said: “I wish you would write me, upon receipt of this letter, telling me just how you intend handling the matter,” and he, incidentally, asked for replies that he could show to Mr. Mason. He has stated that he received “quite a few” responses, but no action has been taken by him with respect to any of them. The Federal Trade Commission is now insisting that these letters from trade papers be submitted to it. To this request some objection has been made by reason of the fact that the letters have never been transmitted to the Shredded Wheat Company nor, indeed, have been seen by any person but Mr. Wessels, but he has promised to comply with the demand to turn over the letters.

It would appear, by putting two and two together, that the interest, if not suspicion, of the Trade Commission has been provoked by the close connection which Mr. Wessels, in his letters to editors, seemed willing to establish between Shredded Wheat advertising and the free publicity besought on its behalf. In asking each editor to run the *Journal of Commerce* article “in the most conspicuous place possible in your next issue” Mr. Wessels wrote:

“I do not believe there is a trade-paper man in the United States who will not be in hearty

sympathy with me when I say that we now have an opportunity to not only show our friendship for Fred Mason and the Shredded Wheat Company, but to prove to that organization that we will always be found on the side of honorable men and square dealing.”

There was direct reference in the letter to the competitor newly arrayed against the Shredded Wheat concern, although Mr. Wessels explained that he wanted to draw a comparison between Mr. Mason and Mr. Ross “only in so far as their actions affect the trade-paper men.” Taking up, as an inspiration for gratitude, the advertising policy of the Shredded Wheat Company, the writer of the letter recited that Mr. Mason’s first act after he became general manager was to show his appreciation of the trade press. “This in spite of the fact,” the letter continues, “that Shredded Wheat had no competition, and was in practically every store in the United States. He did not wait until he had competition to show his appreciation of the trade press.”

In praising Manager Mason’s advertising policy the advertising agent used the eulogistic phrase “Never a question about rates, never a question about position, never a question about payment of bills.” Set over against this was the picture he drew of a rival executive who, when he represented the Shredded Wheat Company in Philadelphia, was alleged to have “sold the chain-stores direct.” Mr. Wessels also took his editorial friends into his confidence with respect to his quarrel with the Kellogg Company, and claimed that this dated from the time Ross was with the Kellogg concern. Following up this angle of the situation, he charged that as soon as the Kellogg Company built up a circulation for their “Square Dealer,” their trade-paper advertising was almost entirely discontinued and that “the trade papers are receiving practically no consideration from them to-day.”

Toward the close of his letter Mr. Wessels commented: “The

Shredded Wheat Company's contract comes up for renewal next month, and it is a foregone conclusion that Fred Mason will give us \$10,000 again for next year." This reference may have been as responsible as any other factor for the detailed examination as to the whole scope of his advertising operations to which Mr. Wessels has been subjected within a recent interval, an examination that was not permitted to proceed without repeated objection from counsel for the Shredded Wheat Company on the ground that the witness was being quizzed on subjects relative to which he could have no knowledge other than personal opinion.


In explanation of that solicitude for Shredded Wheat interests that impelled him to seek favorable editorial comment in the trade press, Mr. Wessels has told the Trade Commission how, when connected with the *Grocery World*, he conceived the idea of an organization that would handle advertising for a chain of grocery papers and how as the outgrowth of that ambition he organized the Grocery and Allied Trade Press of America, which, he claimed, placed at the outset advertising aggregating \$50,000 to \$60,000 a year. Some thirty-five advertisers are now served, it has been stated.

About five years ago the Shredded Wheat Company became a client of the Wessels agency, and President Wessels has testified that the appropriation placed with him approximated \$8,000 the first year, \$9,000 the second year, and between \$10,000 and \$11,000 per annum for the past three years. Outlining his method of service for his Shredded Wheat connection, Mr. Wessels said: "I send a list of all the publications of this character (papers issued for a constituency of retail grocers) in the United States to the Shredded Wheat Company and indicate on a schedule a number of papers which we can use and the amount of space we can take in them to cover the appropriation allowed us, and then it is returned by the Shredded Wheat Company after they have gone over it, and they

have made any changes which in their judgment they may deem necessary."

Asked as to whether size of circulation was a dominant factor in inducing the placing of Shredded Wheat advertising in the trade press, Mr. Wessels said: "Trade-paper circulation is, numerically, second to class circulation. I would be influenced in placing an advertisement in a trade paper almost entirely by the character of the circulation and very little by the size of the circulation. I can indicate that by the *American Grocer*, whose circulation nobody knows, but I always use it, because I know that some of the very large retailers take it, and the class of its circulation is good, and there are other publications that have stated the size of their circulation that I have not used because I was not sure of the character of their circulation."

The significance of intimacy of personal relation between an advertising agent and the publications that pay him commissions for placing advertising was emphasized. Upon this personal equation Mr. Wessels depended in no small degree to obtain the publication of articles such, for example, as that printed by the *Trade Register*, of Seattle, under the caption "Rotten Piracy." Explaining the disclosure of the bond of personal sympathy in the letters he sent to editors and publishers asking publicity for Shredded Wheat, Mr. Wessels said: "With the *Tea and Coffee Trade Journal* I could write 'My Dear Bill' and to the *Retail Grocers' Advocate*, in New York, I would write 'My Dear Charlie,' and I address practically all of them in that way." But he added emphatically that none of the publications were paid for printing the proffered matter complimentary to Shredded Wheat interests. Moreover, the letters with the personal touch did not go to all the publications Mr. Wessels represents, but only to "the ones that I thought I was close enough to send a communication to like that."

 DVERTISING is not an art,
a science or a profession. It
is plain every-day business.

Advertising is not a gamble. No more risk is involved in the doing of sane advertising than in the purchase of raw materials, setting up machinery, hiring help and marketing an article of merchandise.

Advertising is not a mystery. The most mysterious thing about it is the fact that anyone should regard it otherwise than as a straight business proposition.

The selling of merchandise can frequently be accelerated through the employment of good advertising.

We like to discuss such matters with the proprietors of successful businesses who feel that earnest and reliable outside help is desirable.

CORMAN CHELTENHAM COMPANY
Merchandising Counsel Advertising Service
11 EAST 36TH STREET
NEW YORK

Established 1897

The Place of Advertising in the Technical Organization

How It Should Be Correlated With the General Administrative Department, the Research Department and the Designing Department

By George H. Gibson

THE application of science proceeds at an accelerated pace. The days have about gone by when one good idea would keep a family in business for several generations. No one dare rest content, for as Solomon remarks, "Yet a little sleep, a little slumber, a little folding of the hands to sleep, so shall thy poverty come." Every manufacturer, and particularly manufacturers of engineering appliances and products, must maintain a constant output of improvements and new developments in order to protect his investment in plant, organization and good will, and indeed to stay in business. As has justly been said, the invention of a new machine or process—by someone else—may be as disastrous as a fire, and is far more likely to occur.

Moreover, the more progressive, the more advanced a concern is, the greater will be its volume of new developments and improvements. Inventions breed inventions.

At the same time, the investment of time and money in research and development is a capital risk, that is, the preliminary investigation upon which the design of improved apparatus is based and the provision of manufacturing equipment and organization for turning it out must largely be paid for before the market for it can be developed.

It is here that the great opportunity for the advertising man arises. Those men who can see the need of improved machines, methods or products, and can fill the need, frequently do not also perceive the need of educating the user as to why the new method or apparatus is better than the old.

Portion of address, March 8, before the Technical Publicity Association, New York.

It is only by the prompt enlightenment of the prospective consumer, in other words, by educational advertising regarding the applications and advantages of the new article that the loss of time and the waste which always intervene between the perfection of a device or process and its general use can be reduced.

The introduction of new things is a speculative venture which bars the timid—but for that very reason is highly profitable. Patents more or less effectively insure to the originator a safety zone, protecting him from competition for a limited period that he may have the opportunity to recover his great initial outlay. Advertising, however, is equally useful, since it can shorten the period of loss, conserving for profit-making a greater portion of the 17 years' monopoly conferred by the patent and increasing the volume of profit.

ADVERTISING RAISES BUSINESS STANDARDS

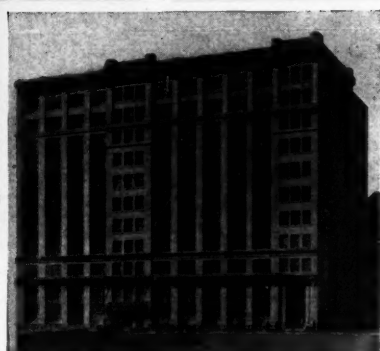
Advertising itself exerts an accelerating influence on technical development, for before advertising, one should have something worth advertising. Much of the strategy in the competitive selling of engineering appliances consists in originating better methods or designs, or new and improved products. The practice of putting business statements and claims down in cold type tends to establish in the end higher standards of business morality, for advertising that is open to the criticisms and picking to pieces of competitors can have a final effect only in proportion to its content of actual fact and valid argument. The producer, therefore, perfects his product in order that

(Continued on page 57)

Insuring
**SUPREME SERVICE
TO ADVERTISERS**



**MCGRAW
PUBLISHING Co.,
INC.
and
HILL
PUBLISHING Co.**
*are now
consolidated*



Publishers of

POWER

COAL AGE

THE CONTRACTOR

ELECTRICAL WORLD

AMERICAN MACHINIST

ENGINEERING NEWS-RECORD

ELECTRIC RAILWAY JOURNAL

ELECTRICAL MERCHANDISING

ENGINEERING AND MINING JOURNAL

METALLURGICAL AND CHEMICAL ENGINEERING

**[MEMBERS OF
AUDIT BUREAU
OF CIRCULATIONS]**

THE ten influential engineering and business papers, brought by this consolidation under the direction of one great publishing organization, have an aggregate circulation of roundly One Hundred and Sixty-five Thousand copies per issue.

This circulation has been developed under the long established and well recognized policy, common to both the McGraw and Hill companies, of building circulation *only* on the basis of thoroughly covering the *buying power* of the field served by each paper and not on the basis of securing mere numbers.

These ten papers cover thoroughly not only the five major divisions of engineering, namely, civil—electrical—mechanical—mining—and chemical—engineering; but they deal broadly and efficiently with the allied activities of contracting, and the merchandising, selling, commercial and financial aspects of the various industries through which engineering in all its branches is applied in achieving practical commercial results.

The buying power of this intensive business and engineering circulation is of course enormous. It must be calculated, not in millions, but in billions of dollars annually.

The leadership of these papers in establishing methods and standards of industrial

efficiency that involve engineering progress is recognized not only in the United States but in every part of the world.

The amalgamation of the staffs of the two publishing companies and the compact welding of every department will make possible the elimination of all duplicate effort, a reduction of lost motion, a combination of training, experience and knowledge, resulting in an intensified service—to both readers and advertisers—such as has never before been approached.

The extremely close and intimate editorial contact with the field which it will be possible for the new company to maintain will naturally be paralleled by a concentrated, intensive development of the advertising service department and its field information staff. This development will be of enormous value to advertisers in many ways.

The experienced staffs which have contributed so powerfully to the establishment and maintenance of these papers as leaders in their respective fields will be retained under the new organization without change, except that the staffs of Engineering News and the Engineering Record will be merged in accordance with the consolidation of these two publications as announced on the following page.

Beginning with the first issue of April—
dated April 5, 1917,
Engineering News and Engineering Record
will consolidate as the

Engineering News-Record

[PUBLISHED EVERY THURSDAY]

The announcement of this amalgamation in the editorial columns of Engineering Record, March 3, said:

“WE FIND it hard in making this announcement to refrain from the use of superlatives. Both papers have had such remarkable careers, both have built up such strong clienteles, both have to their credit so many achievements, that the imagination is fired at the thought of what they are capable of doing when their prestige, their staffs, their energies are combined.

“For years both have been developing rapidly, and as they developed, their conceptions of the journalistic needs of the civil engineer and the contractor have come closer together and are now practically identical. Consequently, there has been much duplication—in material published and in the organizations to produce the papers. Moreover, each paper has excelled in certain special fields, due to the abilities of the specialists on the respective staffs.

“Now it is proposed to give the readers under one cover the strong features of both papers and to turn the duplicated efforts into productive lines.”

In a preliminary check of the paid subscription list of these two papers it was revealed to the astonishment of the respective publishers that *the duplication of subscribers was less than 10 per cent.*

These data are now being completely and finally checked and verified and will be furnished with rates and full information regarding the new publication to anyone interested.

To manufacturers selling products to contractors and engineers the Engineering News-Record presents an advertising opportunity never previously equalled in the technical field.

McGraw-Hill Publishing Company, Inc.

239 West 39th Street—Tenth Avenue, at 36th Street

New York

it may have talking points, and tries to bring his product to square, as far as possible, with what he would like to claim for it. In this way, advertising stimulates to a high level of attainment and accelerates progress.

Good business has been defined as the art of selecting probabilities, and it is certainly true that the greatest successes in the engineering businesses have come to men who had the ability to do the following things:

(1) Foresee the need or opportunity.

(2) Develop the solution, and

(3) Focus the attention of the public upon the problem and its solution.

As examples, I might mention Edison with the incandescent lamp, Westinghouse with the air brake and alternating current transmission, Hunt with rope transmission, Sturtevant with fans and blowers, De Laval and Parsons with the steam turbine, Babcock and Meier with the water-tube boiler, Diesel with the oil engine, the Wheelers with surface condensers, Thurston with technical schools, Patterson with the cash register, Hershel with water meters, Kent with his handbook and many others.

The inertia and prejudice which must be overcome in the introduction of a new device may be illustrated by the experience of Corliss with his variable cut-off four-valve steam engine. After he had perfected and demonstrated the remarkable savings of his engine as compared with the engines then common in this country, he was still compelled to give the engines away and to take his payment in the fuel saved during the first year's operation, in order to make headway.

Many people have the idea that the invention is the important thing. Very few engineering businesses, however, are founded altogether on exclusive and basic patents. They are based rather on a combination of scientific knowledge and business sagacity, with the help of such protection, monopoly or trading advantage as

can be obtained from the detail patents which it may be possible to secure as the development of the art unfolds itself. A man may have the germ of a good idea for a successful business, but still nothing that can be protected by a patent, even though patentable improvements will doubtless be discovered upon developing the idea. Nevertheless, the essential factor is the broad judgment or foresight which leads him to take up certain matters at a particular juncture, and not the specific mechanical contrivances by which he may carry out his ideas. In such cases, the best protection to the idea is advertising by means of which he can promptly get the full benefit of the potential demand for his product before competitors have had time to imitate and develop. Once he has his organization and business well under way, competition will be at a disadvantage.

For businesses up to a certain size there is nothing that will beat one-man efficiency. The man who can see a need or an opportunity for a need and act accordingly is fit to be the head of a business, if he is also an administrator. However, the organization of modern industrial enterprises branches out into a great multiplicity of specialized details and, moreover, we cannot always get in one man all those qualities of genius that are necessary in the inventor, in the captain of industry and in the promotion expert. We, therefore, have performing these functions a number of men who may be described as follows:

THE BUSINESS HEAD

First, there is the general strategist, who may have the title of president, general manager, chief engineer and not infrequently sales manager, since the study of how to sell a product as already built leads almost invariably to the discovery of improvements whereby it can more easily be sold in larger volume and at a greater profit. It is his disposition and function never to be satisfied with things as they are. He is

continually studying the trend of engineering, scientific and business developments with a view to visualizing their probable future course. His policy is to build a monopoly of information and brains and then to serve the public with little or no competition by having the best solution for each new problem as it arises. Incidentally it is also his duty to sit on the safety valve, for when you let an academically trained scientist loose in a laboratory, he finds so many non-productive byways that he is apt to be deflected from his main and immediate object. Some one must exert a constant pressure toward commercial application.

A good example of the necessity of appreciating research on the part of the directors of industrial enterprises is supplied by the editor of *London Engineering*, who relates that the firm of Simpson, Maule & Nicholson, in their day leading manufacturing chemists in England, became millionaires largely through the fact that Nicholson was a very able chemist. When he retired, the firm ceased to develop. His successors employed several very able chemists, but these had no control over the business policy and the end was disaster. At one time their leading chemist was the late Professor Meldola. When he invented his blue, however, the firm refused to take it up, and he accordingly published an account of his discovery with the result that it founded the fortune of a leading German firm. The successor of Meldola was Professor Green, who invented primulin, a dye of an entirely new type. This the firm refused to patent, and within a few weeks it was in consequence made in Germany, the whole advantage being lost to England.

THE NEED OF AGGRESSIVE RESEARCH

Second, we have, or should have, the inventor or research man. His endeavor specifically is to put the existing business out of business by bringing out something better. He must be an independent thinker, and his depart-

ment is primarily a thinking and scientific intelligence department, largely free from dictation and direction by minds engaged in the routine of the business. Natural laws are not settled by committee vote and facts are to be preferred to doubts and opinions. The business man is generally about as good an inventor or research man as the inventor is a business man.

A few concerns have grasped the value of always pushing forward; it is said, for example, that one automobile builder spends \$500,000 per year in research and development. A great number, however, hardly do more than trust for their progress to the inconstant and flickering light of chance ideas.

Then, *third*, there is the designer, the man who works ideas into shape for the shop and the user. While upon his sagacity and skill depend tremendous economies in manufacture, as well as satisfactory performance of the finished article, he is essentially conservative, a stand-patter, having a keen realization of the fact that every scratch of a draftsman's pencil costs money in the pattern shop, foundry and machine shop. The attempt to conduct research in the production department usually demoralizes the latter while rendering the research impotent. It is in this department that production branches from the line of our present discussion, and I shall, therefore, at once pass to the next man—the one who probably most interests you, the publicity or advertising man.

ADVERTISING—THE ATTENTION-GETTER

The advertising manager of a technical business should seek to grasp new ideas in their full import, and in all their implications, and endeavor to estimate and appreciate their possible and probable effects on existing practice and business. He works in close co-operation with the administrative, research and engineering departments, in order that he may understand what they have done and seek to do, and that he may



MR. W. F. OAKLEY, for eleven years a prominent figure in the Foreign advertising field, first with Charles H. Eddy, then in charge of Foreign in Munsey newspapers, and latterly with the New York American, writes in a memorandum to Mr. Crowe:—

"Have just finished up an inventory of my new job as Manager of Classified Department of the American. Am enthusiastic about its possibilities—believe no newspaper has ever even begun to realize them. Will take a little time to get started; but with your new plans, the growing enthusiasm among the men, and the circulation booming ahead, you can count on something big at this end before the year is out."

New York American

formulate and popularize those ideas which will stimulate and guide customers' demands in conformity with their plans. It is his problem to tell the public how to use the product and why to use it, to make the product more thought of and better thought of, since the value which people will place upon the product naturally depends upon what they know and think about it. He endeavors to bring the user and producer closer together and seeks effective and economical ways for educating the user.

His problem is a little different from that of the general advertiser. He must co-ordinate facts of physics, chemistry, engineering and commerce and infuse into them the spirit and purpose of a business. Exacting demands are made upon his breadth of view and industry, but at the same time his work is facilitated because of the interest which naturally attaches to new things. There is nothing of human use to which interest does not attach, and anything that men have to do with can be made to interest them in some way. Engineers are naturally interested in new forms of construction, new theories and tests and descriptions of installations, and it is the advertising man's part to add pithy, concise, succinct, clear, forcible presentation.

In advertising to managers of enterprises, consulting engineers and others who purchase engineering appliances, he can to advantage appeal to their desire for further knowledge, and to the sentiments, beliefs and ideas of wide-awake, self-reliant men, who probably have a large store of systematically organized knowledge which they will bring to bear upon the statements made to them. He must, therefore, argue logically and with a full command of the facts.

Engineering products are purchased almost solely for their utilitarian value. Their usefulness can be weighed, measured or computed in some way, and they are usually purchased with much deliberation, for the reason-

ing faculties of the people who buy them have been emphasized by technical and business training.

The advertising should arise from and carry forward the general ideas and beliefs of the guiding mind of the business. It finds inspiration in new products and the exploitation of new fields. As compared with this broad purpose, the means and methods discussed in books on advertising, such as typography and display, color of ink, quality of paper, etc., are to a degree only incidental—all that is asked of them is that they should do their part in transferring ideas efficiently and not get in the way of the main motive, which is the making use of the spectacular qualities of advancement and improvement and the doing or saying of things interestingly.

Indiana Enacts "Printers' Ink" Statute

Chapter 55 of the Indiana Laws of 1917 repeals the previous law on the subject of fraudulent advertising, which contained the word "knowingly." The act substitutes for it the **PRINTERS' INK Model Statute**, with the addition of a proviso that it shall not apply to publishers of periodicals who insert misleading advertisements in good faith and without knowledge of their deceptive character. The penalty is \$10 to \$100 for each offense.

Frank V. Strauss Changes Name to Storrs

Frank V. Strauss, New York banker, and until recently president of Frank V. Strauss & Co., publishers of theater programmes, has secured legal permission to change his name to Storrs. This change will not affect the publishing firm, of which Mr. Storrs is still a majority stockholder. His desire to preserve financial relations with banking houses in London and Paris made the change necessary. These houses refused to conduct business with him because of his German name.

Spring Campaign of Alfred Decker & Cohn

The spring advertising for Society Brand Clothes, made by Alfred Decker & Cohn, Chicago, will appear in 124 of the larger cities of the country. Twenty-nine college papers have been added to the list of publications used and the advertising will appear also in general circulation periodicals.



Splendid Extra Values

—March Press-Run
1,157,000 Copies
in Off-Set Covers

This is the biggest extra value per-dollar ever offered Advertisers in the Small Town and Rural Field.

Only three more of these special many-color off-set back cover pages are open for 1917.

Buy them before they go, July, October, November.

Investigate thoroughly, results and complete data. We do all the work.

Costs you less than Process Work.

Write, wire or ask your Advertising Agent to make reservations.

NELSON AGARD, Publisher

PUBLICATION OFFICE AND PLANT
J. E. FORD, *Western Adv. Manager*
141 W. Ohio St., Chicago, Ill.
Tel. Superior 3280

EASTERN OFFICE IN CHARGE
A. J. WELLS, *Vice-President*
1182 B'way, New York, N. Y.
Tel. Madison Sq. 8551

1,000,000 Monthly Guaranteed—\$3.50 per Line

GOOD HOUSEKEEPING—An Institution

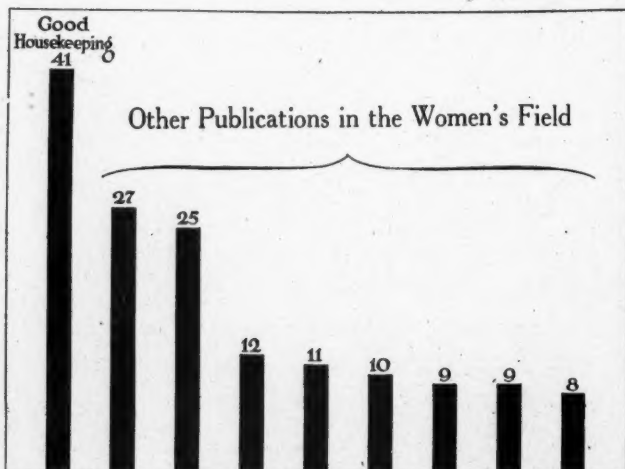
II.

Building Materials' Appeal to Women of the Home

BRICKS *might* be considered merely as clay, doors as lumber, or shingles as wood.

Viewed from this standpoint building materials have a narrow message to deliver—a message of little appeal to the woman of the home—or the man either.

But once convince the public that building supplies are products contributing directly



Number of accounts in the building materials field carried last year by leading women's publications.

(Compiled from records of the Publishers' Information Bureau)

to the comfort, convenience and attractiveness of the home—then their selection and purchase becomes a home problem—a problem to receive the careful thought and attention of the woman.

The data on these pages shows what far-sighted manufacturers of building materials are doing to take advantage of this condition. They are advertising their goods to the Good Housekeeping woman as products directly related to the home.

**Building Materials advertised
in Good Housekeeping
during 1916**

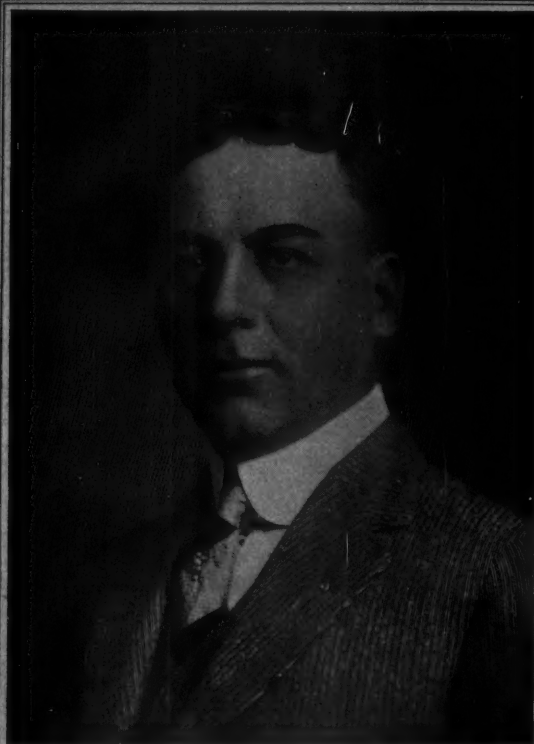
	(accounts)
Roofing & Shingles . . .	2
Paints, Varnishes & Walltints	19
Portable Houses . . .	3
Bathroom & Plumbing Fixtures	5
Building Accessories . .	4
Garden Fixtures . . .	1
Shades & Screens . . .	6
Lumber & Trim	1
	<hr/> 41

Good Housekeeping reaches an almost exclusive audience of well-to-do wives to whom home-making, home-planning and home building are matters of direct concern. To these home managers the specification of standard building equipment is a home problem and a subject of vital interest.

Your product should also receive recognition from these homes.

GOOD HOUSEKEEPING

119 WEST FORTIETH STREET, NEW YORK



BUILDERS *of* AMERICAN BUSINESS

M. G. COOPER, PRESIDENT OF THE
COOPER, COATE & CASEY DRY GOODS COMPANY

"The articles that I find in *SYSTEM* broaden one's view and give him an insight into large organizations which is so essential right now when the American business man must broaden his view to the world's market."

M. G. Cooper

NUMBER I,XXXV in the series of portraits of readers of *SYSTEM*

would be needed to compile and print a recipe book. The popular clamor for thrift and the agitation against the high cost of living might not accumulate sufficient momentum to last till the book could be distributed. Even then it would only be doing what other advertisers had done. It would lack that distinctive touch that gives prestige and individuality.

To run recipes—menus—in the newspapers to advertise sugar was the alternative plan decided on. The publishing of a daily menu would mean creating business for the grocer and indirectly securing his good will. Every time a customer came into his store with that menu he would be reminded that the Dominion Sugar Company had sold some groceries for him. He couldn't help feeling kindly towards a refinery that handed him a profit.

Beyond that it would impress the dealer from another angle. Dealers are in the habit of forming their opinions about the quality of foodstuffs mainly from the way customers buy or ask for those articles. If it is a good seller it must be a good article. Conversely, if it is a poor seller the quality must be poor. Thus these advertisements would have the strategic advantage of "selling" the dealer from both sides of the counter without appearing to do so.

On the other hand, it met with instant favor with the consumer, because it solved that everlasting question "What shall we have for dinner?" and it told the price. That clinched her favor.

It helped her to be thrifty by suggesting a ready-made thrift system. The popular propaganda of thrift was harnessed to the work of getting the idea across to the consumer. The novelty of having a sugar company arrange your menu appealed. The fact that these menus were prepared by food experts in a leading domestic science school was most convincing. They must be good, and that settled it.

But how would this sell sugar, and particularly Dominion sugar?

Simple; practically all prepared dishes require sugar for the making and most meals call for sugar in some form. The more people eat the more sugar they will consume. Each one of the menus contained *one* item which required considerable sugar, thus creating a new demand for it. Each advertisement conveyed in an indirect way the impression that Dominion sugar was a little better and purer than other sugars. Two of the paragraphs in the advertisements that sold Dominion sugar read like this:

"We feel that it devolves upon us to do what we can to help the housewife in her campaign of thrift, as we consider Dominion Crystal Sugar the logical selection among sugars for use in the widely - spreading home - baking movement."

"You will say that this is an odd way to advertise sugar. So it is. Most folks would take up all the space telling of the sparkling purity and fine granulation of Dominion Crystal Sugar. That will wait. We think we have a better use for this space right now. If you find the menu good—tell us so. A little appreciation does most of us a whole lot of good."

The dealer was not overlooked in this advance advertising. Copies of the advertisements were sent to all grocers in the territory covered by the company, in the form of a folder. The dealer was advised to make use of the menus, to suggest to his customers that they try them out. Indirectly the dealer was told of the demand for sugar these advertisements would create and advised to stock up with the Dominion brand.

The whole campaign hinged on the growing popularity of economical housekeeping which of late has been focused on the cost of eatables and which has resulted in a wave of home-baking. Thus in tying up with this movement the company made the acquaintance of many consumers who can later be sold the sugar specialties, and, at the same time, cements its relations with the regular sugar buyers.

Consumer demand and dealer co-operation are assured through our dual service, going simultaneously to more than 750,000 small town homes and 15,000 wide-awake merchants.

We have produced net, tangible results with more than one hundred publicity accounts.

The People's Popular Monthly

with concentration in the middle west

Des Moines, Iowa

Member Audit Bureau of Circulations



Regal's Ad Attacking Private Label Stirs the Trade

Sales Director Gould Tells His Reasons for the Pronouncement and
Quotes a Letter of George L. Dyer

By Harold Whitehead

IN the *Saturday Evening Post* of January 27, 1917, appeared a full-page advertisement of the Regal Shoe Company. Nothing particularly startling in that, is there? But the advertisement, which was directed at the consumer to make him realize the value of a nationally advertised shoe (for preference the Regal) over "anonymous" shoes, appears to have put the cat among the pigeons. In this advertisement the "old style shoe dealer" was criticized frankly, apparently for the edification of his customers and for the good of his own soul.

The *Boot and Shoe Recorder* appeared to feel that this advertisement was an affront to the readers of this admirable weekly and took up the cudgels on their behalf in their issue of February 3rd.

The Regal Shoe Company believes its advertisement to be good business and good ethics all around. The *Boot and Shoe Recorder* believes the opposite.

It will readily be granted that the ideas of so well known a trade journal as the *Boot and Shoe Recorder* deserve serious consideration. Likewise the ideas of a concern of the unquestionable standing and success of the Regal Shoe are not to be sneezed at.

The ideas of the *Boot and Shoe Recorder* are clearly expressed in its editorial of the February 3rd issue and also subsequent ones. On behalf of PRINTERS' INK, the writer was commissioned to get the other side of the story. So a few days ago E. D. Gould, sales director for the Regal Shoe Company, and the writer had lunch together in one of those dinky little booths at the Thorndike Hotel, Boston.

Said the writer, by way of opening up the matter: "I suppose it

is difficult to write an advertisement that could not be criticized in some way, if criticism was looked for."

Mr. Gould assented.

"Do you know the story of the church meeting at which every member was asked to state his favorite quotation from the Bible? And one man gave his as 'The Lord is my Shepherd; I shall not want.' He was immediately dismissed from the church on account of utter selfishness, for the committee decided that he put the accent on the 'my' and 'I.'"

"It's so with advertising," continued Mr. Gould. "If you want to find a fault with it, of course you can. We believe our advertising is helpful—events have proved it—the *Recorder* believes it is harmful, but we think its 'case' is very feeble—it assumes a hypercritical attitude—like the church committee."

THE COPY THAT STIRRED UP THE TROUBLE

The heading of this flare-back advertisement is: "Why the Best Shoe Values May Be Kept Out of Your Town"—and right off the bat come the criticisms to which the *Boot and Shoe Recorder* objects:

The old style shoe-dealer is *secretive*. He doesn't want his customers to know too much about his business—where he gets his shoes, what he pays for them, or how much he adds to that price.

He believes in Private Labels. *Why?* Ask him for a standard shoe of known value, and he doesn't keep it. *Why?*

He has his shoes stamped with his own name. There are manufacturers who do that—make anonymous shoes and stamp any dealer's name on them.

Some dealers like to say, "These shoes bear our own name; they are specially created for us"—making a mystery of a simple matter. *Why?*

(Continued on page 73)

Your Name In The Paper

Is it there to spread the fame
of your merchandise by the inch
or by the sale?

If "*More Sales in Northern
Ohio*" is the answer, buy space
where every square inch is a time-
tested salesman--put your name in

The Plain Dealer

First Newspaper of Cleveland, Sixth City

Western Advertising Representative
JOHN GLASS
CHICAGO, Peoples Gas Building

Eastern Advertising Representative
JOHN B. WOODWARD
Times Building, NEW YORK



"He Who Hesitates Is Lost"

The letters reproduced herewith are typical of hundreds we received from our readers ordering (in advance of its issuance) extra copies of our great "Reference Special" of February 17th, 1917.

READERS LOOKED FORWARD TO IT

We issued Reference Specials in 1914, 1915 and 1916. There was nothing "pretty" or gaudy about them. In fact they were typographically and journalistically *UGLY*. They were just about as "pretty" as a dictionary or an almanac. But they proved to us that "Pretty Is as Pretty Does," and our readers swamped us for extra copies.

COULDN'T FILL ORDERS

Four times in 1916 we put the forms back on our press to supply the demand for extra copies. College presidents, bankers, lawyers, doctors, merchants, plantation owners and white farmers begged for them. Two of the State Agricultural College Presidents in the South rolled them up with diplomas to their graduates and said in so many words, "Take these home, my son, and keep them. They are the greatest documents that will ever fall in your hands."

WE WERE WISER IN 1917

Having seen the success of our previous Reference Numbers (issued for the benefit of our readers) we advertised it in advance in 1917 and told those who wanted extra copies to order in advance. That we could not supply after press run. They did it, too. We had to run over 26,000 extra copies to supply the demand and we expect to yet receive thousands of belated requests. READ THESE BELOW:

J. C. JOHNSTON STAVE AND LUMBER CO.

WHITE BLUFF, TENN., Feb. 19, 1917.
Progressive Farmer,
Memphis, Tenn.

DEAR SIR:

Enclosed find 5 cents for which please send me one of your papers, this week's issue, and your rates for one year.

Respectfully yours,

J. C. JOHNSTON STAVE & LUMBER CO.

JEFFERSON COUNTY AGRICULTURAL HIGH SCHOOL

UNION CHURCH, MISS., Feb. 8, 1917.
The Progressive Farmer,
Birmingham, Ala.
GENTLEMEN:

Find enclosed 5 cents for which please enter my order for one of your reference specials of the *Progressive Farmer*.

Yours truly,

V. G. MARTIN.

R. F. D. No. 4, Box 56

JACKSON, TENN., Feb. 12, 1917.

The Progressive Farmer,

GENTLEMEN:

Enclosed please find 15 cents, for which please send me three extra copies of your Reference Special. I want them for friends.

Very truly,

(MISS) JOSIE LINE COLLINS.

I will be glad to attend the farm meeting in my neighborhood.

SOME ADVERTISERS "HESITATED" AND CONSEQUENTLY WERE "LOST"

Knowing what this issue would mean to advertisers, we appealed for page copy. *We knew in our hearts it was worth the extra expenditure.* We had seen it make a "killing" for those fortunate enough to use it in 1914, 1915 and 1916.

Many agencies and advertisers, however, held back with the old stereotyped excuse "We are not interested in Special Editions." In vain I appealed that *The Progressive Farmer* does things differently. *That it wasn't a scheme to "hook advertisers" and get their money.* "A burnt child dreads the fire," however, and some who had been stung by catch-penny, hold-up "special editions" sternly replied "No, no, NO."

All I could do was feel sorry for them and—go to more fertile fields—places where men would *look, listen* and *analyze*.

Such men I found in Mr.³ George Fowler, of Colgate & Co. (Frank Seaman), Mr. R. E. Moorehead of "Old Dutch Cleanser" fame (Williams & Cunnyngham), Southern Cypress Association (John B. Crosby), Mr. C. E. Atwater, of the Barrett Co. (The Erickson Co.), Couch Bros. Co., of Atlanta (Staples & Staples).

Bless their big generous souls! They had the ability to *think—to see—to understand.* They *looked* and *listened*. They got our vision. They saw the coin we offered was *gold* and not a counterfeit!

AND WE BROKE A RECORD!!

All of these men took pages with us. They did it without asking any cut rates or attempt to get concessions. They *knew* a good buy when they saw it. And our issue of February 17 is the greatest of all the great issues in our history. Having no *other* record to break in the South—we had to break our own.

WHY DON'T YOU GET ONE!

Be frank with yourself. What do you really and honestly and truly know about the South? Wouldn't what you DON'T know make an encyclopedia of information?

If you are earnest about wanting to learn—to know your country—to be able to help your sales force and your clients—get a copy of this issue.

READ THIS LETTER FROM MAJOR CRITCHFIELD

If you don't know Major E. E. Critchfield, of Taylor-Critchfield-Clague Company, let me tell you he's a big, splendid, high-class man with brains. I sent him a copy of this Reference Special for 1917. See what he has done with it. He recognized its value.

TAYLOR-CRITCHFIELD-CLAGUE CO.

ADVERTISING AND MERCHANDISING AGENTS
Newspaper Magazine Agricultural Mail Order
and Outdoor Advertising

CHICAGO NEW YORK DETROIT BOSTON
CINCINNATI ST. LOUIS PHILADELPHIA WASHINGTON

CHICAGO, February 19-1917.

Mr. J. A. Martin, Adv. Mgr.,
PROGRESSIVE FARMER,
Birmingham, Ala.

My dear Joe:-

I have before me the two marked copies mentioned in your letter of February 15th. I have found a good deal of satisfaction in going over these two issues.

I have preserved the issue of February 17th for future reference. I do not know when I may want some of this information, but there is so much of it there, that it seems to me that it can be used to advantage in the future, and I am having it filed in our data files - used almost hourly by the copywriting department. These are certainly two splendid issues.

I must congratulate you upon the amount of first-class business they carry, and hope that by the time this reaches you that your press troubles may be over and that they may not occur again in many, many moons.

With warmest personal regards, I am

Yours very truly,
TAYLOR-CRITCHFIELD-CLAGUE CO.

[Signature]

President.

Read this one from Phillips County, Arkansas, where the rich plantation owners are business men.

THE BUSINESS NEWS LEAGUE OF MISSISSIPPI, ARKANSAS

February 22-1917.

Mr. E. L. Moss, Managing Editor,
Progressive Farmer,
Birmingham, Ala.

Dear Sir:-

Your reference special edition is within itself a splendid library for rural use and is invaluable to rural development workers. This league appreciates this edition and wants to tell you so.

Yours very truly,

[Signature]
Secretary.

POST-CARDS AND BLANK STATIONERY WON'T GET IT

There are some advertisers who answer ads in PRINTERS' INK on blank stationery or post-cards. They seem to fear we will "open up" on them. There are some agencies who go off half cocked and send out schedules out of season.

To men who will write on their own business stationery, we will send a copy "free" (excuse the mail-order term which we restrict in our own paper) for the asking. I'll be glad to send a copy and unless asked to, won't solicit them at all. I just want you (for your own sake) to see what a real farm paper looks like and give you something that will be helpful in your work.

I've been making love to this issue ever since it came off the press. To me it's what Rebecca's parasol was to her—"the dearest thing in life."

You'll like it too. Now—ask for it.



Raleigh, N. C.
Birmingham, Ala.
Dallas, Tex.
Memphis, Tenn.

170,000 Class Circulation (White People Only) per Week
J. A. Martin, Advertising Manager
George W. Herbert, Inc., Western Representatives, Conway Bldg., Chicago
Member A. B. C.
Wallace C. Richardson, Inc., Eastern Representatives, 381 Fourth Ave., New York

Dependable Paper Service

Although the turbulent condition of the paper market during the past year has affected the paper bills of all advertisers, it is a significant fact that, taken collectively, Birmingham & Seaman's regular customers are getting bigger value for their money than the customers of any other paper house.

The reasons for this are plain. We do on a nation-wide scale what others do only locally. The scope of our business is large enough to attract the best paper experts in the country. The service of these experts is at the disposal of our customers.

Our source of supply is practically unlimited. We control the entire output of a number of the largest mills. We do not need to sell one line of paper to the exclusion of another. It pays to put your paper requirements into the hands of an organization like ours.

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

Chicago - New York

St. Louis Minneapolis Buffalo Milwaukee Philadelphia Detroit

Says the *Recorder*: "Does this statement sound fair: 'making a mystery' and a delusion out of what is only a simple, honest, straightforward business as conducted by most shoe dealers of integrity and principle, the world over?"

Another quotation from the Regal Shoe advertisement:

Then there is the dealer who features a branded shoe, giving it the air of a national Standard. Make—when it *isn't national* and it *isn't standard*. He features a name, but he wants it weak. *Why?*

When you walk past the store of the local shoe-dealer and see shoes in the window, ticketed "latest styles," what authority is back of that style? The local shoe-dealer's authority? He may be narrow and local, or badly advised in his style information. When you wear his shoes in Fifth Avenue, New York; Michigan Boulevard, Chicago; or Walnut Street, Philadelphia, you may find they are stylish only in your own town.

Now let us look at the advertisement again for a moment. After first criticizing the "old style shoe-dealer" on the question of private label and secondly on the question of price, the advertisement departs from general arguments to specific ones as follows:

There is, perhaps, a golden opportunity right in your town for a shoe-dealer who will supply *authentic styles, verified values*, as good as can be obtained anywhere in America.

Take Regal Shoes, for example. There are fifty Regal stores in the great Metropolitan centers; about a thousand special Regal representatives in other towns and cities, and over two million wearers of Regal Shoes.

Consider the great city stores alone and think what a *test*, what a *guarantee*, they are of Regal styles and values. Every Regal Shoe must compete *every day* with every fine shoe in America. If Regals were not right they could not survive, yet Regal does an ever-increasing business.

Now we have as many of our own stores as we need, or want.

When it comes to special Regal representatives, the difficulty is to find, in each town, the *Regal kind of shoe merchant*.

The man we want to know is the shoe-man who believes in fair profits and a busy store: a man who really wants to give you the *Regal kind of values*—shoes of known merit, verified styles; a man who believes in building up a business as an institution, based on *good faith and good service*—not trying to stick a big profit on one pair of shoes.

The whole town would get back of

a shoe store like that. You can see the man hiring more clerks and renting a bigger store.

To this the *Recorder* replies: "It would seem that someone has self-appointed himself the mentor of national shoe styles and methods of retail shoe merchandising. Anyone who has access to the ordinary sources of general commercial rating information knows as much of the size, scope and relative importance of this concern as we do. It is one of the big ones, and we hope successful; but still we have never heard of the trade sitting up nights, waiting for its style verdicts or greeting its pronouncements with the open-mouthed awe which imperial edicts elicit from the common mob of mortals. Whatever may be its status, we are firmly of the opinion that it would be even bigger and more successful without this style of campaign.

"While talking to the public, it has an air of talking to dealers, as if seeking new agencies. But that cannot be the object, for would not a merchant trailing in on the wake of this ad, thereby and therein be confessing to his own town that he has NOT been heretofore a man who 'believed in fair profits,' and had NOT 'wanted to give shoes of known values and verified styles,' did NOT believe in building up a business on service, instead of sticking a big profit on one pair of shoes?"

OBJECTIONS OF "RECORDER"

The general comments of the *Recorder* on this advertisement as a whole are as follows:

"Riding rough-shod over the methods of merchandising which have been for years accepted as honest and truthful service to the public is not to be tolerated in any individual or concern within or without the industry.

"There are fundamental rights possessed by every man conducting business which are not to be trespassed upon—the rights to sell his merchandise under his own name, backed by his faith in the goods and accepted by the public in the faith which it has in HIM.

Attempting to force a merchant to a policy—selfishly imposed—through the use of the blunderbuss of advertising through consumer publications cannot but explode at the barrel and fill the assailant with splinters, the effect of which will be a source of irritation for a long time."

So strongly does the *Recorder* feel that the retail shoe-dealers all over the country whom it serves have been unjustly accused in this advertisement that it closes its editorials with the following:

"Trade-marked shoes have an established place in the industry and a high code of ethics, but these successes could not have been built up and maintained on any policy that seemed to be based on the lack of intelligence and probity of a large proportion of the retail industry.

"Is it not time for an apology and for an elimination of knocking, and for confining one's efforts to the promotion of business—without the seeming attempt to smear indiscriminately members of an honest and clean-handed trade?"

That is the "case for the prosecution" of the Regal Shoe advertisement as presented by the *Boot and Shoe Recorder*. The writer must not say that Mr. Gould's comments make a case for the defense, for he strongly believes that their advertising needs none, and in the opinion of his company, it is true, fair and warranted.

MR. DYER FOR THE DEFENSE

Mr. Gould said that upon reading in the *Recorder* the criticism on their advertisement he wrote to Mr. Dyer, of the George L. Dyer Company, who handle the account, calling his attention to the *Recorder* editorial and asking what were his comments, if any, upon it. Mr. Dyer had "some comments"—and his response to Mr. Gould's request was the following letter:

"When A. T. Stewart announced his policy of definite prices and all goods marked in plain figures, he was attacked from one end of the country to

the other as a destroyer of business and as wishing to rob the storekeepers of a living profit.

"When John Wanamaker tendered his customers the return privilege and advertised satisfaction or money back, it was said he would disrupt the retail business of America.

"When Hart, Schaffner & Marx decided on their All-Wool policy in men's clothing they were denounced by a great part of the clothing trade.

"Progress is a flight—step by step. It is much easier to lurk in the background and not be a target for brickbats. But, on the other hand, there is only one path to leadership, and that is to lead. A house that leads has its reward.

"Concerning any forward step in merchandising, it is only necessary to ask ourselves—Is it constructive? Is it right? Is it in the interest of the consumer? No narrow, selfish policy will prevail in the long run as against a policy that trusts the good sense of the people.

"Now, let us look for a moment at this question of branded merchandise. The shoe trade is the most backward of all lines of trade in this regard. If you want to know how the consumer feels about branded goods see his response in other lines—clothing, hats, collars, shirts, foods. All he wears or uses; in everything from a watch to an automobile, he looks for the name of a responsible manufacturer back of the product.

"The retail shoe-dealer almost alone among merchants persists in the old short-sighted policy.

"There is evidence all around him of the trend of the people toward standard merchandise of known merit. He will have to come to standard lines in the long run—why not do it now while his competition is asleep?

"Now, the last ditch—the last argument—of those who defend the private label shoe is that some makers of such shoes are reliable people who turn out good merchandise.

(Continued on page 79)

They Came to Canada and Saw—and Surrendered

IN the last month three American manufacturers entered the offices of the MacLean Publishing Company, Toronto, and *voluntarily* placed orders for space in **CANADIAN MACHINERY**—this because they saw this very active journal *in every factory in Canada visited by them in quest of business.*

They learned on enquiry that the **BIG MEN**, the men with the say-so, were readers of and influenced by

CANADIAN MACHINERY

Just a few words about this and three other MacLean publications:

CANADIAN MACHINERY the only Canadian technical medium serving the makers of iron and steel products, including machinery of all kinds—and munitions. A paper strong in market news of the most dependable kind, and informative and helpful in a technical way. Most thoroughly circulated. Most highly esteemed. Published weekly. Subscription price, \$3.00 a year, is an indication of its value.

POWER HOUSE A technical paper for engineers. The only publication of its class in Canada. Most highly esteemed by those for whom it is designed, the men who have influence and power in the selection of power equipment. Published monthly.

THE CANADIAN FOUNDRYMAN The foundryman's paper. The only paper in its field in Canada. Ably edited and invaluable to the particular interests served by it—foundry owners and their superintendents and foremen.

MARINE ENGINEERING OF CANADA

The technical medium in Canada serving ship-builders, marine engineers and all related workers and interests. Published monthly. Shipbuilding is booming and is sure to flourish.

Canada's Manufacturing is at top levels

SHELL contracts are being renewed. Ship-building is going ahead at feverish haste, and will be under the highest kind of pressure for years. Machinery and supplies and equipment of every sort are in clamorous demand. *And in these conditions lies your opportunity.* The four publications listed above give you entrance to the offices of the biggest buyers and will, moreover, influence the silent but none the less important vote.

Send for copies of these publications, advertising rates, and any special information desired.

THE MacLEAN PUBLISHING CO., Ltd., Toronto, Canada

Also at Montreal, Winnipeg, New York, Chicago, Boston and London, England



Fuller
Advertiser

THE successful advertisement is made up, not of copy and design alone, but also of ideas, experience and judgment. Some of these are contributed by the advertiser and the advertising agency out of their accumulated knowledge. Most of them are gathered from the wealth of information and inspiration which a painstaking, systematic study of the business of the advertiser affords.



The Great Thriving Middle West

THE great thriving Middle West contributes its quota to Modern Priscilla and Everyday Housekeeping circulation record of more than 60% in cities of over 10,000.

Wisconsin, West Virginia, Ohio, Indiana, Illinois, Iowa, Michigan, Missouri, Kansas, Nebraska! What pictures they conjure in the imagination of thriving cities and towns, broad plains, great areas, upon which prosperous city, country, farm and ranch homes are built!

Modern Priscilla and Everyday Housekeeping appeals to the worth-while women of the West in no uncertain way. 232,801 Middle Western women subscribe for, and purchase, each issue of The Modern Priscilla because it contains authoritative information pertaining to art needlework, feminine handicraft and practical housekeeping, which they can utilize daily.

Modern Priscilla and Everyday Housekeeping circulation parallel the national market so well, and in such an emphatic way, that the magazine is a necessary adjunct to every advertising campaign in which women's publications are the prime requisite.



The Modern Priscilla
and
Everyday Housekeeping

New York BOSTON Chicago

"No one will deny the existence of such manufacturers, but the people don't know who they are.

"Not all private label shoes are bad, but most of the bad shoes are of private label variety.

"See how it works in the food business. That's something you can apply to yourself right at home.

"You may be able to get a first-rate bottle of catsup or a can of tomatoes or pork and beans put up under a private label, that is, stamped only with the grocer's name or the jobber's name and without any manufacturer's responsibility back of it.

"But let me recount a little incident.

"I stood in the Baltimore freight yards on a hot mid-summer afternoon and saw a gang of men with augers boring holes in barrels of spoiled tomato pulp to keep them from blowing up.

"Where did that tomato pulp go?

"What becomes of the refuse, the skins and parings scooped off the floors of the canning factories? What becomes of the spoiled canned goods taken off the grocer's shelves and replaced by new goods because the cans are swelling?

"Are they bought by standard food manufacturers who put their name on the label—concerns with reputations to sustain before the public and who publish their responsibility for the quality of everything that bears their name?

"You know a standard manufacturer could not afford to use such materials.

"They are sold to private label concerns, recooked and resold without a name or with some dealer's name on the label. Often the label reads 'PACKED EXPRESSLY FOR SO AND SO.'

"So I say, again, not all private label merchandise is bad, but the worst merchandise in all lines is the private label variety.

"Why not have the extra guaranty of the manufacturer's signature the next time you buy catsup?

"Why shouldn't your neighbor

demand the same security when he buys shoes?

"The public has learned this much—that where you find secrecy and evasion you generally find something to cover up.

"It's from the standpoint of the public that the alert shoe-dealer should look at his own store and business.

"That is what we are trying to tell him in the *Saturday Evening Post*.

"At the same time we are telling it to millions of consumers who are becoming more keen about the issue every day they live.

"They know what we are talking about. They know what it has meant to them in other merchandise.

"If there is anything to be said for the private label, why don't its advocates come out and state their case before the public?

"Let them answer that *Saturday Evening Post* page. Let them find one statement in it that is untrue. They don't dare submit their case to the public. They know well enough where the public stands. And in urging the retail shoe dealer to line up his store with public sentiment we are doing him a service. If he only knew it, we are the best friends he ever had.

"If you had a brother, or a warm personal friend in the retail shoe business and wanted to advise him for his own good, you would tell him—wouldn't you?—that there is one proposition the public is sold to, and that is the belief that when a manufacturer makes a good article he wants his own name on it. If he makes an indifferent article he is willing to have another's name on it."

WHERE INFERIOR SHOES WILL BE FOUND

"That," said Mr. Gould, giving the writer the foregoing letter, "is, I think, sufficient answer to the *Recorder's* comments. Of course," he continued, "one must admire the *Boot and Shoe Recorder* for its valorous defence of the retail shoe dealers, even if it is apparently a self-appointed

champion—for we have not received a single letter of criticism from any individual shoe merchant, or any shoe dealers' association.

"Not for one second does our advertisement say that all private label shoes are poor value and that all dealers not handling national lines are not business like, but there are a good many shoe dealers who do not measure up to the modern methods of merchandising, and to such dealers we say, 'If this cap fits, wear it.' The fact that private labeled shoes are, generally speaking, inferior to nationally advertised ones is testified to by H. B. Scates (Shoe Division Manager of Filene's, Boston) at the recent Shoe Dealers' Convention in Philadelphia. Mr. Scates said—I quote from the *Boot and Shoe Recorder* itself:

"That in visiting around the country I have become very much impressed in the last two months with the fact that the public are going to buy thousands of pairs of very inferior shoes." These shoes, needless to add, will not be any well-known advertised line. The makers of the well-known ones have spent too much money in building up a reputation for quality to risk it. They cannot shield themselves behind an anonymous name. Neither would they wish to do so.

"Referring to that *Recorder* criticism again," continued Mr. Gould, "it criticises severely our statement that manufacturers of shoes known and sold all are better judges of styles than a small-town shoe dealer. Who is likely to know more about this? The *Recorder* insinuates that we claim to ourselves the authority for shoe styles. We do not, but we claim, and justly, that better style will be obtained in any nationally advertised shoe (others as well as Regal) than in any private labeled one."

Here the writer broke in, "You mentioned that you believe the public should know everything about the shoe and that the price also should be fixed. But while

you used to stamp a price on your shoes you don't do so any more."

"That is so, and there is an excellent reason for it," said Mr. Gould. "The price of shoes has advanced beyond all original expectations. Dealers that have shoes in stock of a certain style and want to fill in certain sizes of that style have to pay more for them than the shoes bought some time ago. To stamp a higher price on shoes would be unfair to the dealer, for what would the customer think to be offered, say, an eight A at one price and an eight B of same style at another price?"

"Tell me," I said, "while you have not had a single kick direct from this ad, have you had any comments from your own stores?"

"Yes, several," he answered with a dry smile. "The general trend is that they are selling more shoes."

"The *Recorder*," he continued, "seemed to object to our advertising direct to the consumer as if we were encroaching on the prerogatives of the retailer. The national advertiser is responsible to the consumer. So in the interests of the consumer, to whom we are responsible, we are directing our message. Did you notice our advertisement in the *Saturday Evening Post* of February 24? Here we say flatly that the size of the shoes should be stamped in them and that hieroglyphics should not be used as they lead to deception. It will be better for the dealers themselves when they give up trying to deceive customers about the size shoe they are offered. Of course, the reason they use hieroglyphics is partly to enable them to tell a customer that the shoe they show is the size desired.

"I remember," he reminisced, "that when we first began to put sizes in shoes several dealers thought we were crazy. One dealer sent us a big order, but said we must not put shoe sizes in. We told him frankly that if he wanted Regal shoes he must have them with the size stamped there—

(Continued on page 85)

To Increase the Efficiency of Sales Letters

TO GAIN access to the ears of a buyer a salesman must first make a favorable impression by his appearance. Just so a sales letter must commend itself by dignity of form and dress before it can begin to make an effective appeal to the buying sense. Hence the commercial value of

Temple Bond

An Excellent Writing Paper

Temple Bond is pleasing to look at. Its color, formation, body and finish are attractive, dignified, businesslike. Closer inspection enhances the pleasurable sensations of first impressions. The sense of touch confirms the testimony of the eyes.

Arguments presented on Temple Bond therefore enjoy the advantages of a not unfriendly reading. Their efficiency is enhanced.

Write for samples of Temple Bond. Your printer or lithographer will quote prices.

The Whitaker Paper Company

CINCINNATI, OHIO

Birmingham Detroit Atlanta

Bay State Paper Co. Division . . . Boston
Smith, Dixon Division Baltimore

New York Office—Fifth Avenue Building
Chicago Office—People's Gas Building



FADS THAT COS ADVERTISER

CERTAIN advertisers are wasting—throwing away—fortunes, *because they don't think for themselves.* For example—

A small advertiser, noting the attractive advertising of a manufacturer spending \$500,000 per year, promptly sets out to advertise in the selfsame way.

He *forgets* that the big fellow probably has 90 per cent distribution; also that the big fellow uses so much publicity that he can win thru brute force alone.

Another advertiser, noting the extreme brevity with which many advertisers put the message across, at once assumes that nobody will read any advertisement containing over a hundred words or set in less than 24-point type.

He forgets, perhaps, that his product may be a *specialty* with many exclusive points—advantages which the consumer would be only too glad to have explained. Or he fails to observe that the concern he is following may not be a successful advertiser, and therefore a poor example.

Another advertiser, anxious to be original, overlooks the fact that advertising is neither art nor literature, *but salesmanship in print.* His ads, to him, are very pleasing—his friends say, "Quite clever"; his wife says, "How perfectly cute!" But the public, *whom he pays thousands of dollars to reach,* may scarcely think of buying his wares.

Many advertisers don't think! They are slaves to fads and foibles.

They call it "*following precedent.*"

But there *is* no precedent in advertising. Every advertising campaign presents a problem distinct unto itself.

That's why the manufacturer should think more intently about his advertising than any other phase of his business.

HENRI, HURST &

General Advertising Agents and

122 S. MICHIGAN AVENUE

OST
SERS

MILLIONS

Advertising is too big a factor to be dealt with lightly; or to be entirely delegated to minor men—especially when it can be readily understood by any executive who studies it—*who thinks for himself.*

When anybody tries to give the impression that advertising is a mysterious, un-understandable thing, he is either an ignoramus or a plain fakir.

Advertising is *salesmanship*—*printed salesmanship.* That's all. Most people seem to know that—*until they start an advertising campaign.*

If you can sell goods, or if you know how to sell goods, you are a hundred times more capable of mastering advertising than the artist who charms you with his merely pretty picture, or the highbrow copy writer who deals in alliteration and epigram.

We claim no originality, ask no credit for the stand we take against fads.

Others in our line—*many* others—would tell you these same facts had they the disposition.

It's far easier to drift with the tide than stem it. It's easier to nod when a misguided advertiser says, "I want that" than to argue against it.

As for us, we stand identically in the position of your trustworthy physician.

If you want something not good for you (and we are handling your advertising) you will be frankly advised against it. That is the policy of the Henri, Hurst & McDonald organization.

NOTE—*The above is an excerpt from our latest booklet—"Merchandising Thru Middlemen."*

If you are a National Advertiser, you may have a copy without cost. To others the price is 50 cents.

& MCDONALD, Inc.

ents and Merchandising Counselors

CHICAGO, ILLINOIS

"The Master Printer"

SOME people who work for others object to the word *Master*. Not so those who work *with* others. Perhaps you don't know, but it is an agreeable fact, that *more than one-half* of the people who work *with* the

Charles Francis Press

ARE MASTER PRINTERS
Masters of the subtle Art of
Printing in all its intricacies.
When your wants demand
SERVICE and QUALITY
place that part of your business
in the hands of this association
of "Master Printers,"
who are located in the

Printing Crafts Building

EIGHTH AVENUE—33rd to 34th Sts.—NEW YORK CITY

Telephone 3210 Greeley

in. He said it would be impossible to carry a full range of all the sizes and that only by having the shoes stamped with symbols could he insure satisfying his demands. We stuck to our guns and after some demurring the dealer placed his order and the shoes were sent with the sizes plainly stamped therein."

"Did you lose any business?" "Not a bit," answered Mr. Gould. The *Recorder* may quite possibly have some comment to make about our advising the public to buy shoes in which the size is plainly marked. If it does it will not be a real friend to the people it serves.

"The editor of the *Boot and Shoe Recorder*," continued Mr. Gould, "concludes an editorial in their issue of February 17 with: 'If it' (the Regal Shoe Company) 'can justify or explain the act that has aroused protests in the trade, the editorial columns of the *Recorder* are now available.'"

"To what extent are these protests of which the *Recorder* speaks? Five letters are quoted, without, however, any names attached to them. Do these comprise the protests? If these protests are so loud it is a wonder that not even a whisper of them should come to us except through the *Recorder*."

We rose to leave; and as we did so, Mr. Gould said, "The *Recorder* offers us its columns to 'justify or explain.' We made our appeal to the public and to the public we will make any 'explanation or justification' desired. And I will gladly publicly debate this question under the auspices of the Retail Division of the Boston Chamber of Commerce if the public are admitted and the report of the meeting be published in full."

Then we parted, and I returned to my office to report as faithfully and impartially as possible both sides of the Regal's flare-back advertisement. Is the Regal shoe advertisement helpful or harmful—to themselves as well as the retail shoe trade as a whole? The reader must decide that for himself.

Technical Copy Goes Under the Microscope

Sources of Material and Nature of Appeal Considered by Speakers at T. P. A. Symposium—J. J. Rockwell, George H. Gibson, F. R. Davis and Others Heard at New York Meeting

NEVER assume that your prospect knows all about your product, even though you are advertising to a highly specialized audience. This was the substance of a talk by J. J. Rockwell, of the McGraw-Hill Publishing Company last Thursday night before the Technical Publicity Association in New York City.

"There is nothing different in technical advertising from any other kind," said Mr. Rockwell. "We are dealing with the same commodity—human nature. The greatest mistake that the technical advertiser is liable to make is in thinking that he's got to have something new to interest his field, or that everybody knows about the old things. Others don't always see things as we do, and it's up to us to make them through advertising. The news of to-day is the advertising of to-morrow."

Mr. Rockwell put in a word for explanatory copy, saying that the manufacturer of an electrical fuse, say, who contends that everybody knows about his product, is overlooking the fact that many a workman is annoyed when a fuse blows out, because he doesn't know why it blows out, and therefore that it is installed for his benefit. Some simple why and wherefore copy would change this.

George H. Gibson said that it is up to the advertising department to make the prospect see the need for new developments in products, so necessary if the business is to keep alive. His address is published more fully elsewhere in this issue.

F. R. Davis, of the General Electric Company, talked on sources of advertising material of a technical product, and said that

a master record should be kept of every advertisement published, as it is often of value in patent litigation.

"Field work by advertising men, personal association with plant inspectors or commercial engineers, studies of advertising of competitive or related products in periodicals or catalogs, correspondence direct with users of products by house-organ editors, a regular review of general correspondence regarding large contracts—these," he said, "are all useful in gaining advertising information within the company.

"Another outside source of information is a study of the editorial and advertising contents of the periodicals in which the product is, or could be, advertised.

"The advertising department is the one and only place in an organization where a useful study of competitive advertising may be made. Sometimes parallel exhibits of competitive and one's own advertising are referred monthly to those interested outside the advertising department. In other cases the advertising department compiles elaborate records from which a complete year's advertising report may be made for purposes of comparison in detail. This affords one the satisfaction of basing estimates for future appropriations on what one's competitors are doing as well as on what one's own past performance has proven sufficient."

Floyd W. Parsons, editor of *Coal Age*, in discussing co-operation with the editor, said that the concern that tries to put over old matter in the guise of new developments may "get away" with it once, but only once.

"There's one fixed rule common to all papers," said he. "Every machine of interest to the field the paper serves may be, and should be, described once. Thereafter the reader can refer to his files or bound volumes. That's why the first article should be a cracker-jack; the second one will probably never get in. A changed diameter of crankshaft or some other slight improvement is no justification for a new general description.

One company buys out another. Descriptions of all the old machines are often asked on the strength of the new business combine. Editors usually say no, and with good reason.

"Don't confuse what I have just said with articles that concern old machines, but cover new and interesting records of performance. We always want such information.

"The advertiser should view each paper he uses as if he were a stockholder. In truth, he has an investment in that paper. The interest return he will get depends on the class of the clientele the paper serves. If he could get so-called write-ups into the reading pages, he would be party to a plan designed to lower standards and create for himself a cheap class of customers. He would, in fact, be paying Fifth Avenue rent for Bowery trade."

W. L. Towne, of the General Electric Company, read a paper on color work in technical advertising, and while poetry and iron pipes may not seem affinities, L. F. Hamilton, of the National Tube Company, read a poem by Berton Braley which wove some romance into so seemingly commonplace an article.

Montanye With Associated Farm Papers

Carlyle N. Montanye, associated with the advertising department of *To-day's Housewife*, has joined the forces of the Associated Farm Papers and will be a member of the New York staff.

Campbell-Ewald in New York

The Campbell-Ewald Company, Detroit advertising agency, has opened an office in New York, in charge of C. A. Sloan, vice-president, to handle details of the company's Eastern accounts.

Medical Journals Combine

The *Arizona Medical Journal*, *New Mexico Medical Journal* and *El Paso County Bulletin* have been consolidated as *Southwestern Medicine*, published at Las Cruces, N. M.

Elgin Account Goes to Woodwards, Inc.

The advertising account of the Elgin National Watch Company will be hereafter handled by Woodward, Inc., of Chicago.

A. W. Green's Unshakable Faith in Advertising

(Continued from page 12)

waterproof package, the condition and quality of the goods, etc. You've no conception of the hold that the old habit of sending to the grocery for five cents' worth of soda crackers in a paper bag has on people. 'Why do you keep on advertising Uneeda?' is asked. 'Everybody has heard of it.' But everybody hasn't heard of it, and those who have heard may forget. Exploitation of this one article has steadily brought up sales of all the company's other products, where advertising of each separately would probably have resulted in far smaller sales for each.

"Another principle we follow in advertising is frequent change of methods. I don't understand why many successful advertisers cling to the same size space, the same style of announcement, the same medium year after year. Every twelve months we alter the style and size of our advertisements."

MR. M'KINNEY'S ESTIMATE OF GREEN

Mr. McKinney, of N. W. Ayer & Son, who, as Mr. Green told, originated the name "Uneeda," has recalled for PRINTERS' INK some of the latter's characteristics in the management of the corporation and in fixing its policies:

"Nineteen years of close association with Mr. Green have given me an opportunity to see his remarkable ability in many directions. When the advertising of soda crackers was first presented to him, he gave it the same careful study that he gave to all questions that came to him. The idea of making a trade-marked product and creating a demand for it among consumers by advertising appealed to him as a sound business proposition, although, as a lawyer, he had never had any experience in advertising.

"When Uneeda Biscuit was put upon the market, nine out of ten

of all the people connected with the Biscuit Company prophesied failure. They said that a soda biscuit was an ordinary, every-day affair, and that it could not be advertised profitably. During the first three years of the company, there was continued and vigorous opposition to the entire plan. Mr. Green, having decided to do it, never wavered, notwithstanding the unexpected difficulties which he encountered. Indeed, every new difficulty seemed to give him new determination; and after a matter had been thoroughly discussed and it was decided that the policy was right, he would never permit argument regarding it.

"It became necessary for him to entirely remodel the entire manufacturing facilities and to discover new and more economical ways of producing the product as well as of increasing its value. No proposition was too big for him. Indeed, ordinary things interested him very little, and the success that he achieved was a great delight to him. I think I never saw a man more pleased than he was when he gave N. W. Ayer & Son a single order for one million dollars for advertising, to be spent within one year, which amount was largely increased during the year. At that time it was unquestionably the largest order that ever had been given, and he said that he was determined that the National Biscuit Company should occupy a place second to none.

"He remarked one time to a company of bankers who asked him how he estimated the value of the trade-mark of Uneeda Biscuit by replying that he would not consider its sale for less than the total capital of the company. 'For,' he said, 'factories may burn down and we can replace them; but, take away the trade-mark of Uneeda Biscuit, and the foundation of the business is gone.'

"Having a remarkable mind and being trained as a lawyer, his ability to think a proposition out from beginning to end in all of its details was remarkable. During the consideration of any question, he was glad to listen to

any comments or advice that might be given; but after the matter had been thoroughly considered and decided, he would not permit further argument about it, but insisted that everybody should heartily join in carrying out the plan as accepted. This peculiarity had much to do with success. When he once started upon a campaign he would not think of anything but success, and, as is always the case under such circumstances, he accomplished that which he desired. He believed that one man should be absolutely responsible for the conduct of the company, and always insisted that his rulings should be absolute and final.

"After the company had made its marked success, he said frequently that if he had carried out the plan which he had in mind when he had formed the company, which was the old idea of combination and stifling competition, the company would have been unable to pay dividends on its preferred stock, to say nothing of the common, whereas, when he went directly to the public with the best product of its kind that could be made and appealed to them on straight, common-sense business lines by advertising, that he had built up a trade directly with the consumer which could not be taken away from him. His thought always was to secure the good will of the individual consumer, which he accomplished to a remarkable degree, as has been shown by the success of the Uneeda Biscuit, which he frequently said was the foundation of the business, and which, notwithstanding the severest competition, has steadily increased in volume of sales from the beginning until now, the sales this year being the largest in any year in the company's history."

Goes with Buffalo Forge Company

A. C. Fernekes, who has been advertising manager of the Pawling & Harnischfeger Company, Milwaukee, Wis., has gone with the Buffalo Forge Company, Buffalo, N. Y., in a similar capacity.

Good Will Ignored in Excess Profits Tax

In the course of a speech delivered by Senator Weeks, of Massachusetts, opposing the so-called excess-profits tax, a communication from the National Industrial Conference Board was read into the records. This organization, which includes some of the largest and most important industrial enterprises in the United States, opposed the law on seven distinct grounds. One of them follows:

"It constitutes an unwise and unfair discrimination against good will, which is not included in the bill under the heading of actual capital. Good will is property. It can be bought and sold. A corporation which has built up a valuable good will has added to its surplus property, its invested capital, just as truly as has a corporation with undivided profits employed in the business. To count the undivided profits, but not the good will, as capital, lays an unfair burden upon the good will and also penalizes the elements which enter into and promote good will, such as honesty, integrity, special ability or service, which public interest requires should be encouraged."

The National Industrial Conference Board is composed of the following fourteen national associations of industrial employers:

- American Cotton Manufacturers' Association.
- American Paper and Pulp Association.
- Electrical Manufacturers' Club.
- National Association of Cotton Manufacturers.
- National Association of Manufacturers.
- National Association of Wool Manufacturers.
- National Boot and Shoe Manufacturers' Association.
- National Founders' Association.
- National Metal Erectors' Association.
- National Metal Trades Association.
- Rubber Club of America.
- Silk Association of America.
- United Typothetae and Franklin Clubs of America.

Extension of Dairymen's League Campaign

In addition to the English dailies in New York City and throughout the state, foreign language papers will be used in the campaign by the Dairymen's League, which was described in last week's **PRINTERS' INK**. The campaign was planned and is being handled by A. C. Barrell, of Birch-Field & Company, New York.

Accession to Chappelow Agency

Will C. Pelot has joined the copy staff of the Chappelow Advertising Company, St. Louis. He has been associated with several agencies in this country and also with the Paul E. Derrick and Spottiswoode, Dixon & Hunting agencies in London, England.

**Sell the Leading Farm Communities
and the Community Leaders Through**

FARM^{and}FIRESIDE

THE NATIONAL FARM PAPER

The richest producing lands of the United States are restricted to certain choice areas. Only the most enterprising business-farmers saw and grasped the advantages of such high-power land. Only the wealthiest pay its price and reap its growing wealth.

The scientific, educational contents of FARM AND FIRESIDE are sought by those agriculturalists who are fast creating a new class—the Business-Farmers.

91 per cent, or 500,500 of the 550,000 guaranteed circulation, upon which FARM AND FIRESIDE's rate of \$2.75 is based, is concentrated in the 20 richest states.

This gives advertisers concentration in the wealth areas. *In other words, concentration IN leading communities and concentration UPON community leaders. And when you sell these leaders through FARM AND FIRESIDE the other buyers will "follow the leader."*

THE CROWELL PUBLISHING CO.

D. W. HENDERSON, Adv. Mgr.
381 Fourth Avenue, N. Y.

T. J. MORRIS, Western Adv. Mgr.
Tribune Bldg. Chicago, Ill.

It got into the waste basket by mistake!

It should have been put into the file basket.

It was a very important memorandum written hastily on a scratch pad. Trivial notes were written beneath it and finally it went into the waste basket and was lost.

And it caused an endless amount of trouble and expense.

Had it been written on a regular memorandum form printed on paper of a distinctive color, it would have received proper attention.

Let us send you our free portfolio—The Signal System—which shows you the economy, the value, and the method of using Hammermill Bond for standardizing your office, inter-office and branch forms.

This Watermark is our Word of Honor to the Public

HAMMERMILL BOND

"The Utility Business Paper"

is made in 12 colors and white, in all Standard weights and 3 finishes—Bond, Ripple and Linen.

HAMMERMILL PAPER COMPANY
Erie, Pennsylvania

The Effect of the Present International Situation on Our Export Trade

"It Will Be Easy to Secure Orders, Hard to Ship Them and Easy to Collect Amounts Due"

By Walter F. Wyman

Manager, Export Department, The Carter's Ink Company, Boston, U. S. A.

THE rapidly developing situation of the past four weeks has brought about a new crisis in our overseas trade.

It has multiplied the difficulties and diminished the profits of trading with all European countries. It has opened new avenues of doubt. It has caused even the most conservative to pause before accepting blindly the slogan "exporting always pays."

The situation is very similar to the one which was brought into being by the start of the war. At that time I was fortunate enough to have good friends whose keen analyses enabled me to predict what actually did happen in our foreign trade. There are five factors to be considered:

Foreign Demand for Manufactured Merchandise.

The Credit Situation.

Transportation Facilities.

Collections.

The Effect of Present Action on our Export Future.

To offset the loss caused by unrestricted submarine activities, the severing of diplomatic relations with Germany made over night a decided change in the ease of selling branded American products in markets of tremendous consuming power.

OUR POSITION WITH THE ALLIES IMPROVED

Dr. E. E. Pratt, Chief of the Bureau of Foreign and Domestic Commerce, in writing me in February pointed this out so clearly that it must be entirely apparent to even the non-exporter.

"I am optimistic as to the situation which will face us at the end of the war. I am even more optimistic now than I was two

weeks ago. One of the most serious aspects of the situation at that time was the growing antagonism toward the United States and our products, especially in the British Colonies. The feeling culminated perhaps in Australia where there was a real antipathy toward American goods; where American goods were actually discriminated against in the markets, and the Americans were distinctly *persona non grata* in the business community."

"This feeling, I think, will disappear to some extent merely as a result of the breaking off of our relations with Germany, and will undoubtedly entirely disappear if we actually engage in the struggle and have to make sacrifices, because the Australian feels rightly or wrongly (which, of course, is not the question) that Great Britain and her allies stand between the United States and Germany, and that they are fighting our battles for us. This same anti-American feeling has existed with varying degrees of intensity in every British Colonial dependency. It has resulted in a state of mind offering a greater barrier to the manufacturing exporters of the United States than any tariff wall or inflated freight rate."

Waterman's pens have enjoyed a great demand in Australia. What defense can they offer against such an attack as that of the English "Onoto" pen? "Is your pen too proud to write?" its English-made rival queries. In this same advertising campaign such phrases abound as "Neutral pens will fail you in the crisis." Another charming bit of propaganda was a cartoon showing Uncle Sam in the rôle of a casket-

maker, figuring his profits. He is shown as saying, "What do I care who wins the war so long as I make the caskets?"

Over night a situation has developed which of necessity must turn such open attacks into other channels.

It is so obvious that unrestricted submarine warfare (whether or not entirely successful) must restrict not only England's exports, but those of Norway, Sweden and Holland, that I only mention it in passing. It means, of course, a greater demand for our products in the markets still largely dependent on Europe for manufactured articles.

In talking last week with J. H. Tregoe, secretary-treasurer of the National Association of Creditmen, I naturally brought up the question of the present situation on foreign credits. Mr. Tregoe, like all of the best informed, is optimistic, but emphasized: "In these times of domestic prosperity we must look to the future, and in export and domestic merchandizing lay stress on the older and homelier virtues—truth and thrift. This means that sane consideration of export possibilities, and a calm viewpoint toward domestic business are doubly essential now. The United States was never in a better position to pass on foreign credit risks. Our Association, with its more than 21,000 members, is operating and extending a foreign credit department, and I can assure you that I see nothing in this new situation which militates against any extension of credits abroad or at home."

Vicente Gonzales, the expert on foreign exchange, has truthfully said: "War does not change an honest man into a crook over night." Foreign credits are essentially a matter of honesty—personal honesty—individual honesty. Foreign credits extended after a determination of the character, capability and capital of the foreign buyer are the same to-day as they were last month, last year or in any century.

The transportation situation is not a pleasing one. If unlimited

facilities at pre-war rates existed, our foreign trade would undoubtedly double in 1917 the record-breaking total of 1916. Every ton sunk, delayed in sailing or diverted from peaceful to warlike pursuits has a direct influence on the whole problem. Manifestly, England, controlling the tonnage of the world, will consider its own vital necessities in preference to possible profits of its carriers in trade between the United States and the markets outside the immediate war zone. There can be no satisfactory solution to the overseas transportation problem. The great port of New York already congested may well become a second "Vladivostok" piled high with hundreds of thousands of tons of merchandise to be forwarded. Probably before such a degree of congestion arises the Interstate Commerce Commission will place a complete series of embargoes on inland shipments aimed toward New York.

HANDICAPPED BY LACK OF SHIPS

Now, if ever, is the opportunity of New Orleans, Baltimore, Philadelphia, Newark, Boston, Portland, San Francisco and Seattle. If the business-men of these cities will be patriotic enough, far-seeing enough, broad enough and keen enough, each city can not only perform a national service by building up direct exporting (thus relieving congested New York), but can come closer to the ideals essential to successful exporting.

It is to be anticipated that there will be diverted to trans-Atlantic trade, vessels sadly needed to carry our merchandise to other markets. It is hardly believable that this will be done by such a wholesale change of front, as, for example, taking the whole White Fleet of the United Fruit Company, and making it serve as a munitions and food carrier for the allies. Fruit must be moved or value destroyed. It can safely be said that there is nothing in the existing situation to justify the belief that it will deliberately divert to trans-Atlantic trade any bottom whose withdrawal from

present routes would cause immediate and severe economic losses.

As O. T. Erickson, manager of foreign finance of the Carter's Ink Company, Boston, has emphasized: "Collections are often the most important part of credit." In financial circles there does not seem to be even an undercurrent of doubt of the ability of foreign banks and foreign merchants to pay in full and promptly at maturity. There is a most powerful reason why collections will be good. New York bankers were absolutely in a panic at the outbreak of the European war. We all remember the days when in almost childlike fear they would not negotiate a ninety-days' sight draft on London drawn by the Bank of London and Peru. They blush at the remembrance. They have seen nation after nation, and firm after firm prove repeatedly that the war was without effect on the prompt payment of commercial indebtedness.

HON. JOHN BARRETT'S PREDICTION

It is not only a fair but a necessary question to ask—What is to be the effect of our action in severing relations with Germany on the future of our export trade? The answer may come with full force from some authorities whose names are familiar to everyone.

Hon. John Barrett, director general of the Pan-American Union, Washington, D. C., wired me late last month: "It is of highest importance that the manufacturing, exporting and financial interests of the United States should be taking advantage of present war conditions, and so establish themselves in Latin-America, and so master conditions and environment of buying and selling that they will be able, through good organization and the right kind of effort, to keep a vast new trade developed with Latin-America since the war began and meet successful competition of Europe and Asia. The average manufacturer does not realize how tremendously the United States' trade with twenty Latin-American countries has grown during the

last three years. Previous to war the total was \$750,000,000, during the last year this increased to nearly \$1,200,000,000. To maintain these figures and also to increase throughout the coming years, it will mean a severe test for exporters, importers and financiers of the United States, but I believe they are capable of doing it."

To quote again from the man with his thumb on the pulse of the world, Dr. E. E. Pratt, "If this foreign trade of ours is a temporary thing and will quickly pass away at the end of the war, it would be foolish for our manufacturers to undertake the developing of foreign markets. We stand before a great opportunity. It is no less than the opportunity to become the leading commercial nation of the world. Some of us have made the mistake of thinking that we have already attained that position. We have not, although we have made considerable progress toward it. I am optimistic as to the effects of the end of the war upon American commerce, conditional upon the development by the American Government, and by the business community of the best machinery that careful thought and individual initiative can devise."

To sum the situation up in two sentences: It will be easy to secure orders, safe to credit them, hard to ship them, and easy to collect amounts due. The future of our exports is still in our own hands.

Succeeds Bliven in Los Angeles

Ernest J. Hopkins, a member of the editorial staff of the *San Francisco Bulletin*, has been appointed head of the department of journalism at the University of Southern California, Los Angeles, succeeding Prof. Bruce Bliven, who has joined the editorial staff of *PRINTERS' INK* in New York.

"Red Book" to Change Page Size

Beginning with the October, 1917, issue of the *Red Book Magazine*, the type-page will be enlarged to 7 x 10 1/4 inches.

The Law as Applied to Advertising

George Gordon Battle Believes That, Like Other Industries, It Must Be Regulated by Legislative Enactment—How the Buyer Came to Be Protected from Fraudulent Merchandising

By George Gordon Battle

Of O'Gorman, Battle & Vandiver, Attorneys and Counsellors at Law, New York

IT was inevitable that this great force in our modern life, advertising, should, like all other economic and social forces, require, as it increases, the regulation and restrictions of law. The tremendous power of combined wealth and other forms of combination would overshadow and reduce to helplessness any government which would allow such forces to flourish without restriction or limitation.

And it could not be expected that the rapid progress and swollen proportions of the advertising industry would escape the attention of the busy legislator. Until a very recent date there was little or no effort to curb the monstrous abuses of advertising. Even those of us who have arrived at that stage which we are pleased to call early middle life can remember the time when the columns of the most conservative newspapers contained advertisements which would startle the composure at the present time of the most hardened exploiter of cancer cures and lots in Japan.

It will be interesting to consider for a moment what was the cause which produced this anomalous and lamentable condition. In medieval England, when the common law from which we inherit our jurisprudence was assuming definite shape, the great need of the time was to encourage commerce. There was little learning outside of the priesthood. Secondly, the men who possessed sufficient knowledge to practice even the most rudimentary forms of commerce were very few in number. They consisted largely of foreign adventurers.

From Italy came many of the

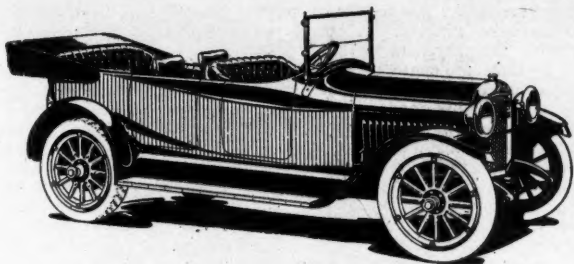
bankers of that time, who were of necessity pawnbrokers as well, because the borrowers of that period had no stocks or bonds to put up as collateral; they were compelled to pledge the property itself. These Italian bankers brought with them the arms of the great Florentine family of Medici; and, as you know, the familiar three balls over the pawnshops in our city represent the arms of that royal house. The Italians also brought to England, through their commerce with the East, supplies and condiments and the other more delicate articles of food. To this day in England those establishments which deal in the more delicate forms of groceries are known as Italian warehouses.

THE BEGINNING OF "CAVEAT EMPTOR"

From France and Germany came itinerant merchants, who furnished the desolate countryside not only with their wares but with news from across the seas. Already the Hebrew, made strong and resourceful by the unjust persecution which he suffered, was beginning his wonderful career in trade and in finance. The banker and the merchant were sorely needed. And the result was that the law favored these classes. They favored the seller at the expense of the buyer.

At that time and under these conditions grew up the doctrine in the strange and monstrous maxim of law—*caveat emptor*!—let the buyer beware! In other words, it was the settled policy of the law that the seller could do almost any amount of lying for the purpose of persuading the buyer to purchase his goods; and that the buyer was without any recourse. Such lying was not considered to be illegal.

Portion of address delivered Tuesday, March 6, before the New York Advertising Club.



AT YOUR SERVICE

This Automobile awaits any advertiser or prospective advertiser who wishes to see in actual operation our own unique circulation system whereby our 252 carriers, working under the supervision of 35 inspectors, deliver into the homes of the Bronx, three times a week, the

BRONX HOME NEWS

100,000 Each Issue

You are a business man. We urge you to make a business-like investigation of our claim that the Home News goes into practically every English-speaking family in the Bronx—that thriving community embraced in the northern part of New York City.

See the Bronx—650,000 people—ideal homes—no slums—old-fashioned family life—keen buyers of merchandise—the very people you want to reach.

See Our System—All these families get the Home News regularly—and pay for it—question any woman you meet about it—pick your own section—get into the houses and talk to the people—no other newspaper can give such a demonstration.

See Our Books—A veritable directory of the Bronx—scores of customers in every block—36 families in one house, all subscribers, and there are many such houses—in many sections every resident, without exception, is a subscriber. Thousands read no other paper.

See Our Carriers—252 of them—college boys—high-school boys—an ideal force—their incomes average over \$20.00 a month each for three deliveries a week. They cover the Bronx from Harlem to the city boundary line IN FOUR HOURS—a delivery system that beats all others.

James O'Flaherty, Jr., Pub., 373 East 148th St., N. Y.

There are two other editions of The Home News published, one in Harlem and Washington Heights—Wednesday and Sunday, 100,000 copies each issue; the other in Yorkville, 50,000 once a week, on Friday.

Even down to the present day there lingers in our law a relic of these barbarous times in the doctrine that the merchant is supposed to have a license to do a certain amount of lying to puff or push the sale of his goods. Grave doctors of the law lay down the rule that it is not illegal for a merchant to puff his wares. This principle of law, if such it may be called, is happily passing away. There should be, of course, no difference between the standards of the seller and the buyer so far as honesty and truthfulness are concerned. The seller has no more right to impose upon the buyer than has the buyer to defraud the seller.

Our common law, as I have said, gave these extraordinary and unconscionable privileges to the seller, and largely as a result of this license those who had goods to sell used methods and pretenses often very false and fraudulent to induce purchasers to buy.

When in the progress and evolution of our civilization there was engrafted upon these artificial and unwholesome doctrines the marvelous development of printing and publication which followed the invention of the printing press, the spread of education, and the cheap manufacture of paper, the natural result was a carnival of fraudulent advertising such as I have described.

DESTRUCTIVE LEGISLATION

Within the past few years the conditions of the industry have greatly improved. Statutes have been enacted tending to correct these abuses. The ethical standards of advertising have become notably higher. Public opinion is urgently calling for the truth in advertising.

But this improvement is only partial and incomplete. Statutes have been passed intended to punish dishonest advertisers. Such legislation is of course on the destructive side. But there has been as yet little constructive legislation enacted on this important subject.

The condition of the advertising industry remains very largely

in the same condition as was the great business of insurance prior to the legislative investigation in this state so ably conducted by Charles Evans Hughes. You will all remember the abuses which had grown up in insurance. You will recall how directors in insurance companies were receiving private rebates and commissions from their dealings with trust funds. Life insurance agents were receiving exorbitant premiums; excessive salaries were being paid to officers and to favored relatives of those who sat in the seats of power. All of these and many other abuses were very largely corrected by the splendid constructive legislation which Judge Hughes drafted and the enactment of which he procured after the legislative investigation.

You, gentlemen, of this great advertising craft must be prepared for a similar experience, for it is surely coming. And those who will set their houses in order against such a time will do well. You must prepare, and preparedness is of two kinds, mental and material. You must adjust your minds to new conditions. And then you must make a corresponding change in your business methods.

You gentlemen must realize that the business in which you are engaged is, to use a legal phrase, *affected with a public interest*. The railroads, the express companies, the insurance companies, the newspapers, and other like great human agencies have become so widespread in their appeal, so universal in their contact with all men and women, that their business has ceased to be a private business. It is quasi-public. And the same thing is true of your great industry. It, too, has come to be quasi-public. You must pay the penalty, or rather, you must assume the obligations which come with your marvelous development, your gigantic growth.

It is impossible to state with definiteness the exact form which this legislation will take. In my opinion the regulation will be ac-

(Continued on page 101)



They All Read It

FIVE MEMBERS TO A FAMILY

The Youth's Companion
 is steadily gaining in sub-
 scriptions and advertising
 —24% more advertising
 in January, February and
 March, 1917, than in 1916

***W**E practise what we preach, and
using another homely phrase, we
are "keeping everlastingly at it."*

and
e, we
t it."

Saturday, April 7th, marks the twenty-eighth consecutive week of The Digest's newspaper publicity campaign.

April 7th is the second week of the second half of our schedule which began on September 30th, 1916

In the past twenty-seven weeks The Digest has used, every Saturday, 680 lines of space in 277 of the leading daily newspapers of the United States.

We have just added 81 newspapers in additional cities. So the advertisement of April 7 and succeeding issues of The Digest will appear

***In 358 of the Biggest Newspapers in
the United States and Canada***

The Digest is advertising in every great center of wealth and population in newspapers that serve thirty millions of people.

***This Year The Literary Digest Will Buy
Twelve Million Lines of Advertising Space***

or twelve times as much advertising space as it has to sell.

We practise what we preach, and using another homely phrase, we are "keeping everlastingly at it."

IMMEDIATE National Publicity

The Literary Digest

Forms for April 7th close March 29th

650,000 CIRCULATION

comfortable —



20
FOR
15¢

A Sensible Cigarette

completed both by federal and state laws. Almost all advertising is interstate in its character, and either constitutes a part of interstate commerce or is so closely related to it that the National Congress would have jurisdiction over the subject by virtue of the constitutional prerogative of Congress to regulate interstate commerce.

Furthermore, almost every form of advertising is dependent upon the use of the mails. The mails are, of course, exclusively controlled by the United States Government, and so through the mails the National Government can control advertising.

The states, as part of the exercise of their police power, have ample authority to curb the abuses and to regulate the practices of advertisers. And so the two great legislative powers of our dual governments may both be exercised on this subject. If the legislation is wisely devised there will be no conflict, but the state legislation will supplement that which is national. The general scope and plan of this legislation will be to prohibit dishonesty in advertising, to prevent the excessive and improvident use by corporations of their capital for advertising, and to restrain advertisements of articles, the sale of which is prohibited by law; and generally to punish abuses and to so regulate the business that it shall be conducted along lines of prudence and fair dealing. It is quite within the bounds of possibility that a Federal Advertising Commission may be constituted, or else a department of the Federal Trade Commission to deal with advertising practices. Similar bodies may be organized by the different state governments. Whatever may be the form, you gentlemen may be assured that public opinion will require a far more rigid regulation of your trade practices than has ever been known in the past.

Already great progress has been made in this direction. The first statute which was invoked to restrain dishonest advertising and to punish dishonest advertisers



THERE are seventeen reasons why I won't buy your goods," said the "prospect." "The first is, I haven't any money."

"Then we'll dispense with the other sixteen," said the sapient salesman, as he packed up his traps.

Appreciation of "PUNCH" presumes an educated taste and argues social standing and means.

The hundred and fifty thousand persons who purchase "PUNCH" weekly do undoubtedly control between them an amount of the country's wealth vastly out of proportion to their numbers.

"PUNCH," therefore, is no market for inferior goods, but it is emphatically the best of markets for good goods.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, E.C., England



STOCK BREEDERS ARE TRUE BUILDERS.

They begin by getting the land ready for a live stock husbandry, they employ good live stock to consume the products of their own fields, and the land grows fat under the golden hoofs.

Go where you will, you may observe this one thing—that soil fertility goes hand in hand with stock-keeping.

Go where you will, you will also find that in districts where the farms are richest and the fences and buildings best, there will you find that the favorite newspaper is **THE BREEDER'S GAZETTE**.

Where **THE GAZETTE** comes in you may commonly see the "scrub" and bad farming begin to go out. They do not get on well together.

THE GAZETTE stands for the good things of farm life; for permanent, progressive betterment of all the conditions under which the farmer lives.

We can put you in touch with this environment if you are interested.

Regular mailings of **THE GAZETTE** for 1917 have been as follows:

Jan. 4.....	88,123	Feb. 1.....	97,058
11.....	90,584	8.....	97,632
18.....	91,467	15.....	98,134
25.....	94,470	22.....	98,173
Total.....			755,641
Average.....			94,455

Less mailed to advertisers and agencies, agricultural colleges, exchanges, etc. 2,495

Total net paid..... 91,960

Sample copies not included in this statement.

THE BREEDER'S GAZETTE

Established 1887 "The Farmer's Greatest Paper" Published Every Monday
Sunders Publishing Co. 342 South Dearborn St.
CHICAGO, U. S. A.

Member Audit Bureau of Circulations.



George W. Herbert, Inc.,
Western Representative,
111 W. Washington St.,
Chicago, Ill.
Wallace C. Richardson, Inc.,
Eastern Representative,
331 Fourth Ave.,
New York City.

was the federal law known as the Mail Frauds Act. This law was formerly known as Section 5480 of the United States Revised Statutes. It was in 1910 re-enacted in much broader terms as Section 215 of the Criminal Code of the United States. In effect it prohibits under severe penalties of fine and imprisonment anyone who devises a scheme to defraud in which the mails shall be used in any way, or in the execution of which the mails are used. In recent years this law has been applied with great vigor by the Attorney-General of the United States and by the different United States attorneys. There have been many signal convictions and many notable criminals have been convicted. Particularly here in New York has this been the case.

In July, 1911, the Circuit Court of Appeals in this circuit handed down a decision construing this act, and said of it: "The purpose of the statute was the broad one of preventing the use of the mails to despoil the public."

FEDERAL BOARD AS A REMEDY

As beneficent as have been the effects of this statute, it does not in every respect meet the situation. In the first place, it does not prevent these great frauds. It only punishes the perpetrators. Of course, if punishment swiftly and surely follows such offenses, the effect will be to reduce, and eventually to extinguish the crime itself. But it would seem possible to enact some constructive legislation which would create a Federal Bureau of Advertising having authority to exclude from the mails any advertisers who did not give sufficient guarantees to satisfy the reasonable requirements of the authorities. Such a plan would have to be carefully worked out so as not to repose too great or arbitrary power in the hands of such a bureau. But I believe that it is feasible to establish a system of federal control which would be vastly beneficial to the honest advertisers of the country.

Under the present statute the Post Office Department has the right to exclude fraudulent mail

To Advertisers

You rely on the judgment of your Advertising Agent in the selection of publication media.

Why not rely also on your Advertising Agent in the selection of outdoor media—billboards, paints, electric signs, etc.?

For your Advertising Agent is either a member of, or has access to, an organization which makes him an Outdoor Advertising Specialist.

Furthermore, by making your Advertising Agent responsible for all your publicity, he is enabled to co-ordinate your outdoor advertising with your whole advertising and selling campaign.

Let us tell you how the representative Advertising Agents named below can co-operate with you in co-ordinating your selling problems.

National Outdoor Advertising Bureau

200 Fifth Avenue, New York

George Batten Company.....New York
Blackman-Ross Co.....New York
Chas. Blum Adv. Corporation.....Philadelphia
Calkins & Holden.....New York
Corman Cheltenham Co., Inc.
.....New York
The Erickson Co.....New York
The Richard A. Foley Advertising
Agency.....Philadelphia
Fuller & Smith.....Cleveland
Hoyt's Service, Inc.....New York
Martin V. Kelley Co.....New York
H. E. Lesan Adv. Agency,
Inc.....New York

Lyddon & Hanford Co.....Rochester, N. Y.
Mahin Adv. Co.....Chicago
H. K. McCann Co.....New York

Eugene McGuckin Co.....Phila.
Nichols-Finn Adv. Co.....Chicago
Frank Presbrey Co.....New York
Frank Seaman, Inc.....New York
Sherman & Bryan, Inc.....New York
Stewart-Davis Adv. Agency.....
.....Chicago
Taylor-Critchfield-Clague Co.,
.....Chicago
J. Walter Thompson Co.....New York
The Van Cleave Co.....New York





Plowing three-cornered patches—the tractor is a success in small fields.

Who Is the Advanced Farmer?

THE biggest factor in modern farming is power—the most progressive farmer is the power farmer. There is one magazine which has cultivated this type of reader for 24 years.

What the Power Farmer Reads—and Why

Years ago POWER FARMING saw the future of mechanical farm power. Its subscribers were the first to become familiar with, and to buy, the giant steam tractors of the Northwest. They followed, with POWER FARMING, the passing of the steam engine, and the coming of the gas tractor. For 24 years POWER FARMING has kept its readers a few steps ahead of the procession in power-farming matters. They have come to depend on it—to look to it for advice.

This remarkable reader dependence is proved by the fact that POWER FARMING'S greatest duplication with any other farm paper is less than 14%—that 29% of its subscribers read no other farm magazine.

Write for further information about this progressive market.

POWER FARMING, St. Joseph, Michigan.

NEW YORK

Bernhill & Henning
23 E. 26th St.
Mad. Sq. 5064

CHICAGO

Jas. A. Buchanan
Marquette Bldg.
Randolph 5527

Member A. B. C.

POWER FARMING

A MAGAZINE
OF
FARMING
AND
MECHANICAL POWER

matter from the mails. But this power can be exercised only when the purpose of the advertiser is clearly shown to be fraudulent. The power should be broader, and untruthful and misleading advertisements or advertisements contravening public policy should be under proper safeguards excluded from the mails.

Then, too, the penal statute in its present form requires proof of an intent to defraud. Its scope might well be broadened so as to punish anyone who recklessly or with gross carelessness, even without fraudulent intent, published erroneous and misleading advertisements through the United States mails.

WHAT "PRINTERS' INK" MODEL STATUTE HAS ACCOMPLISHED

In the domain of state legislation there has been recently great activity in the enactment of laws to punish and to prevent dishonest advertising. The well-known publication PRINTERS' INK has been very active in a crusade for this purpose. Through its counsel it has prepared what is known as the PRINTERS' INK Model Statute, which has been passed in the following thirteen states: Colorado, Idaho, Kansas, Minnesota, Missouri, Rhode Island, Louisiana, Nebraska, Kentucky, New Jersey, North Dakota, Ohio and Washington.

The following twenty-one states have similar* laws against dishonest advertising; Alabama, California, Illinois, Indiana, Maryland, New York, Oregon, Utah, Connecticut, Massachusetts, Montana, North Carolina, Pennsylvania, Iowa, Michigan, Oklahoma, South Dakota, Tennessee, Wisconsin, Virginia, and West Virginia. Such statutes also exist in Hawaii and the District of Columbia.

It will be observed that under the PRINTERS' INK statute it is not necessary to prove that the

*The statutes of some of these states are so phrased as to render successful prosecution difficult, either by the inclusion of the word "knowingly" or by some weakening modifying phrase.—EDITOR.

maker of false statements in an advertisement was guilty of a fraudulent intent. If he makes a false statement with intent to sell his merchandise he is guilty of the offense. This is a long stride in advance of the previous laws.

Strangely enough, at common law there was no such an offense as obtaining money under false pretenses. In order to constitute any such act a crime it was necessary for them to amount to public cheats. It was not until the reign of Charles II that it was made a criminal offense to fraudulently obtain property by false pretenses, and in order to punish for these offenses under the English statute and under our state statutes defining the crime of larceny by false pretense it has been necessary to show that the person making the false pretense did so with fraudulent intent, and that he attempted to obtain or did obtain certain specific property from certain specific persons.

Of course, such statutes could not reach a general scheme or plan to publish misleading advertisements; and so these state statutes have been generally ineffective against advertising frauds until the passage of specific laws against that offense.

THE PRINTERS' INK Model Statute seems to be very complete in its terms, and has been most satisfactory in its results. There have been many prosecutions and convictions under its provisions. And the enactment of such a law has done much to deter offenders and to prevent dishonest advertisements.

But, in my judgment, the state governments as well as the national government should attempt constructive legislation and should endeavor to regulate advertising so as to forestall these frauds instead of waiting to punish them after their commission.

An interesting phase of legislation against improper advertising is found in a bill which was introduced before the last Congress known as the Stephens-Ashurst bill. This prospective statute is entitled, "A Bill to Protect the Public Against Dishonest Adver-

The Story of Your Business

If your prospective customers knew the history and character of your firm as well as you know it, wouldn't this be a real tangible item of good will?

The facts and characteristics of your firm and its product could undoubtedly be made into an interesting story.

This story, if properly handled and carefully distributed, should increase your prestige among dealers and consumers, and it should also increase the *esprit de corps* among your own employees.

A further special discussion of this matter, either in person or by mail, might prove of mutual value.

Anyhow, ask for our story in booklet form.

ARROW PRESS
INC.

"Salesmanship in Print"

320 West 39th Street
NEW YORK

Tel: Greeley 329, 330, 331

Adding Machines
 Auto Trailers
 Billing Machines
 Cash Registers
 Farm Lighting Systems
 Financial Securities
 Fire Alarm Systems
 Fire Extinguishers
 Metal Lockers
 Motor Cycles
 Motor Trucks
 Pulmotors
 Rectifiers
 Safe Cabinets

and many other useful office and business devices and aids should be advertised in **TELEPHONY'S 1917 DIRECTORY** of the Telephone Industry.

Write for descriptive literature concerning this invaluable mailing list, reference book and standard catalogue of the Telephone Industry.

All advertising forms close April 2nd

**TELEPHONY PUBLISHING
COMPANY**

General Offices: Monadnock Block,
Chicago, Ill.

Eastern Office: 52 Vanderbilt Ave.,
New York City.

Mats and Stereotypes

Our equipment, including staff of expert workmen is so complete that we are constantly being complimented by the agencies and advertisers for our

Service

which is particularly valuable in emergencies where the copy has been delayed and the mats or stereotypes must be rushed to catch insertions.

Full facilities for shipping direct to the publications.

J. T. BUNTIN, Inc.

209-219 W. 38th St., New York City
Telephone—Greeley 4240

tising and False Pretenses in Merchandising." Upon reading the law, however, it will be seen that advertising is not directly mentioned in its terms. The effect of the statute is to permit a manufacturer or producer (provided he has no monopoly of the article) to fix the price at which the goods manufactured or produced by him shall be resold. In other words, if this law goes into effect the maker of any article such as a safety razor, or a watch or any other product may fix the price at which the razor, watch or the like shall be sold by all retailers. The effect of this will be to prevent advertising at cut prices well-known goods as a means of inducing the public to buy unknown goods of doubtful quality. In other words, the effect is to prevent advertisers from using the reputation of a reliable article as a bait to catch the consumers and to deceive them into believing that all their goods offered for sale are sold at the same low rate of profit.

The effect of this practise, in the opinion of many, is to destroy the independent merchants, to build up great chain-store and mail-order systems, and to compel the sale of inferior goods by all classes of dealers. This is an instance of legislation which will indirectly affect advertising. The statutes against dishonest advertising, such as the **PRINTERS' INK Model Statute**, of course directly affect dishonest advertising and advertisers.

Then, too, there are the statutes which prevent the offering for sale by advertisement of an article the sale of which is forbidden by law. For example, in the prohibition states laws have already been passed prohibiting the publication of advertisements of liquor. Similarly the advertisement of instruments and drugs intended for illegal purposes is in many states prohibited, and along the same lines the federal law prohibits the passage through the mails of advertisements of lotteries. A statute has been proposed in this state which would prevent the insertion of so-called political advertising

except under certain restrictions.

Indeed, it is not only possible, but likely, that there will be many unreasonable statutes proposed, and some may be passed. As Mr. Roosevelt has said, there is always a "lunatic fringe" to all progressive movements. But these fantastic measures will very seldom be enacted into law, and even if they are entered on the statute books they will remain dead letters or else they will shortly be repealed. The good sense of our people can be counted upon to prevent any such extravagances.

Brick Manufacturers Urged to Advertise

Manufacturers of brick in every state in the Union were urged to co-operate in joint advertising to the general public, in an address delivered by W. E. Dunwody, a brick manufacturer of Macon, Ga., before the annual convention of the National Brick Manufacturers' Association in New York last week. The organization is already doing some advertising and publicity work in a national way, but Mr. Dunwody urges that individual states should be made the subject of intensive campaigns by the manufacturers operating in those states.

"Last year, the Georgia Brick Manufacturers' Association raised a fund of \$6,000 to advertise the utility and economy of brick to the people in Georgia," said Mr. Dunwody. "This is not a large sum, but it is a start, and it has convinced us of the desirability of work along these lines. If every state organization would follow suit, we would have \$288,000 a year to begin with, which would have a wonderful effect upon the market for brick in the United States."

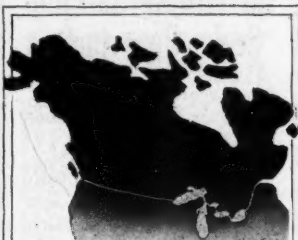
American Radiator Advertising to Be Increased

The annual report of the president of the American Radiator Company for the year ending January 31 shows a balance equal to 29.24 per cent available for dividends on common stock, compared with 26.32 per cent earned last year.

President Woolley reported that the company's advertising will be increased this year.

Allen Montague Now With O'Mara & Ormsbee, Inc.

Allen Montague, recently with the Thomas Cusack Company, is now connected with O'Mara & Ormsbee, Inc., with headquarters in Chicago.



Cultivate Canada

Ask us How

We are on the spot
and know conditions

**SMITH
DENNE
&
MOORE**
LIMITED

General
Advertising
Agents

**Lumsden Bldg.
TORONTO.**

*Branches at New York,
London, Paris.*

Advertising Solicitor Seeks Opportunity

Five years with present publisher, the leading concern in the field.

Wide acquaintance with national advertisers and advertising agents in both East and West. Unusually successful record in present connection but seeks wider opportunity. Location immaterial.

Commission and drawing account arrangement preferred.

"Box 24"—Printers' Ink
1720 Lytton Bldg., Chicago

COPYWRITERS

**We Want One to Help
Us Invest \$50,000 a Year
in Advertising**

This is no nightmare. We are past the stage of handing out bunk. We have been established 15 years. For ten years, our mail order advertising has averaged \$50,000 annually. We have two small successful companies doing one million a year. We have a third company in our bonnet. Our proposition will appeal to the best talent in the country. We want a man of general experience in copy writing, and a specialist in writing Remedy or Formula copy. For such a party we propose to establish a one-man Agency and the fellow who can qualify will have reached his "Golden Opportunity." All communications held in strict confidence. Make your reply as long or as short as you like, but do your level best to interest us your first shot.

Address "W, D.," Box 249, care Printers' Ink.

Should Organize Censorship Board Now

William Hard, of the *Metropolitan Magazine*, Urges That It Be Composed of Newspaper and Advertising Men Instead of Army and Navy Officials—Cites Experience in England

GOVERNMENT censorship should be handled by persons who, through their occupations, are equipped for the work, in the opinion of William Hard, of the *Metropolitan Magazine*. He has just returned from a six-months' sojourn in England and discussed the question of a prospective censorship in this country in the course of an address at the Princess Theatre, New York, last week. In view of the fact that censorship, if it comes, will affect advertising as well as the editorial and news columns, Mr. Hard's views on the subject will be of interest.

"One does not make a great censor," he said, "by taking a boy at eighteen and sending him to West Point. Neither does one make a good censor by taking a boy at seventeen or eighteen and sending him to Annapolis. And this habit or this custom of controlling what the public shall know by means of military and naval men, if you allow those military and naval men to have too much power, has distinctly bad results. Of course, censoring is difficult anyway.

"About two weeks after I got to England there was a Zeppelin raid. Somebody in power had determined that there was too loose a use of the word Zeppelin, because a great many airships were not Zeppelins, and yet all airships were being called Zeppelins in the press; and this dread of technical error had severely pained somebody, and he issued a rule that after this the only word to be used was 'airship.' About three nights later there was a Zeppelin raid. A reporter interviewed a gentleman who lived near the place where the Zeppelin was brought down, and this gentleman said, de-

scribing his experience: 'You know,' he said, 'first I thought it was a 'Silver King,' then I thought it was a 'Schuette-Lance,' and then I thought it was a 'Zeppelin'; and the reporter wrote it out and brought it in, and they turned it over to the press bureau to be sent to the censor. The censor looked it over and corrected it, and when the story came back, it made the man say: 'First I thought it was an airship, and then I thought it was an airship, and then I thought it was an airship.'

"Of course, it is difficult to conduct the censorship wisely, but after watching the censorship over there I wished that it were possible, if we go into war, or even before we go into war, to organize at Washington a little board of persons, of editorial men and advertising men and reportorial men, that board to consider not only what the public should not know, but what the public should know, and that board should be in touch with the newspaper industry as a whole, and should be in touch with the magazine industry as a whole. The magazine and newspaper industry should in a way be put on its honor to do those things which would help and not to do those things which would harm it. If in that way the publicity industry were recognized and given responsibility, the same thing would happen that has happened when labor has been recognized and given responsibility, or when manufacturers have been recognized and given responsibility. Those men would be able to know what effect is produced on the public by publishing certain things."

Mr. Hard devoted considerable time to the discussion of war conditions in England, and from them he drew a number of lessons that ought to be helpful to the United States in case this country should be forced to take up arms against Germany. He does not think that war would affect the industrial situation adversely. He believes that the country can withstand the effects of a conflict better than any of the foreign nations.

The Advertising MULTIPLEX



The most flexible
equipment of modern
business!

It MULTIPLIES working
efficiency.
It MULTIPLIES space it
occupies 10 to 20 times.
It MULTIPLIES sales.

Works just like a book. On its leaves or wings are attached whatever you wish to display to highest advantage or file for readiest reference.

Advertising agencies and advertising departments of large corporations use the MULTIPLEX in many and widely various ways—filing, keeping stationery and stock records, etc. It simplifies checking ads, makes work easy for the rate man, helpful in art and copy departments, etc. Everything on wings can be classified any way—everything is instantly "get-at-able"—everything can be seen at a glance.

Nothing compares with the Multiplex for displaying complete campaigns to prospective customers, from catalogs to car cards, labels to newspaper copy, in proper sequence and to most effective advantage.

Printers, engravers, lithographers, etc., use the MULTIPLEX to make their samples constantly sell new business.

The Style Illustrated is
No. 530. Price, complete
with six 24x36-
inch wing units **\$20.00**

Write today for new catalog
No. 5, fully describing six different
styles. It's worth while.

MULTIPLEX

Display Fixture Co.

918 N. 10th St., St. Louis, Mo.

THE NATIONAL STOCKMAN AND FARMER

THE WORLD'S GREATEST FARM PAPER



A farm paper that is built upon a demand from subscribers—that uses no salaried solicitors, no premiums and no inducement for renewals.

The National Stockman and Farmer rests its claim upon its subscribers on its value to them. To secure and hold this growing list of over 130,000 it maintains the greatest possible staff of editorial writers, under the efficient editorship of E. S. Bayard.

Mr. Bayard is a practical farmer of over twenty years' editorial experience. The operation of his own farm has been successful—the editorship of the paper is equally efficient, as proved by over 72 per cent of renewals last year.

Editorial Strength

The editor is assisted by the following well known contributing editors, who write exclusively for this paper:

Alva Agee—Soils and Crops—Twenty-five years a contributor. Born in Ohio; lived in Ohio many years; now director of agricultural extension of New Jersey State Agriculture College. A leading authority whose work has made many a farmer prosper.

W. I. Chamberlain, Drainage, Orcharding and General Farming. Came to Ohio in 1838—a year old. Been on a farm or teaching agriculture ever since. As Ohio Secretary of Agriculture he started general institute work. Former President Iowa State College of Agriculture at Ames. The dean of farm writers.

W. D. Zinn, Hillside Farming—Now County agent. Owns and operates 700 acres in West Virginia. Noted farmers' institute worker, in demand in nine states. A man of real field experience, whose advice is invaluable.

L. W. Lighty, Dairying—"A dairy farmer first, last and all the time. I do this talking and writing because I love farming and the farmers, and would assist in the upbuilding of our business."

R. L. Watts, Market Gardening—Dean and Director of Pennsylvania State College of Agriculture and Experiment Station. Author, lecturer and practical Pennsylvania farmer.

Homer W. Jackson, Poultry—A contributor for twenty years. Born and raised in Ohio.

W. J. Wright, Horticulture—Director of the State School of Agriculture at Alfred, N. Y.

R. A. Hayne, Sheep and Specialized Farming—An Ohio farmer who has made good. Eleven years an institute lecturer.

Willmot Wood Foote, "Farmer's Business Letter"—A leader in his line.

H. H. Hayner, Veterinary—Assistant Professor of Animal Husbandry, Pennsylvania State College.



Hepsy Neff, Household—An Ohio girl, now a grandmother with a youthful outlook, great experience and a big heart.

Harry Caton, Grange Editor—The best Grange Department of any publication.

These contributors receive the voluntary assistance of thousands who write in suggestions, advice and criticism. Hundreds of such letters are received every week, studied and answered. The sum total of this experience results in a paper that is eminently practical and helpful.

In editorial prestige, ability and practical application the National Stockman and Farmer leads all others in its field, justifying the use of the slogan, "The World's Greatest Farm Paper."

The leading farmers—the key men—of Ohio, Pennsylvania and West Virginia are its regular readers. The sum total of their wealth puts them far above the average in income and buying power.



Market Reports

The National Stockman and Farmer is published so as to reach its subscribers Friday of every week. It has the most complete market reports of any farm paper. This has always been a feature of this journal.

These reports are authentic and they show the trend of the market from the farmer's standpoint.

This is only one of the real helps to the farmer. It's a valuable one, but it isn't the only one. Every department of this paper is conducted by practical, working farmers for the benefit of the farmer. They not only help him to raise more, but help him to get more for what he raises.

An Unforced Circulation

This helpfulness is what has set the National Stockman and Farmer above all others, enabled it to get a dollar a year in territory where other farm papers charge half, enabled it to grow without circulation crews or premiums, enabled it to secure a hold in the affections of its readers that becomes the more remarkable the longer it is studied.

As an advertising medium it is clean, effective and economical, being practically without waste, and going direct to the farmer who leads his community thinking. Its influence and its reliability have made it essential to the advertiser who desires to reach the community leaders of Ohio, West Virginia and Pennsylvania, and its record of success matches its success in circulation.

Advertisers and agents are invited to write for further particulars about the circulation methods, the character of its readers, and the richness of the field.

The National Stockman & Farmer
Pittsburg, Pa.

First prize winner in the "First in America" contest conducted by the publishers of The Detroit News and Sunday News Tribune.

1ST
IN
AMERICA
IN VOLUME OF
1916 ADVERTISING

THE DETROIT NEWS
AND NEWS TRIBUNE
(Always in the Lead) ①

The publishers of The Detroit News and Sunday News Tribune offered \$250.00 in prizes for the three best ideas typifying "First in America" as appropriately applying to the accomplishment of the News and News Tribune in carrying more paid advertising in 1916 than any other daily and Sunday paper in America. Over 300 designs and ideas were submitted. The above design was drawn by Cary E. Pugh, 301 Holbrook Ave., Detroit. The second prize goes to E. S. Thrasher, 469 Cavalry Ave., Detroit, and the third prize to Frank Seaman, Incorporated, New York City.

Making the Salesman Substitute Real Orders for Air-Castles

A Letter That Worked Well in One Institution

By Earl D. Eddy

[EDITORIAL NOTE:—The following article raises the question of whether it is advisable to encourage salesmen to make promises of future business. This question cannot be answered offhand, and a good many seasoned sales managers will disagree with the general policy of discouraging salesmen to go on record with forecasts of orders to come through shortly. But the article will find an echo in the minds of some executives whose salesmen unbridle their imaginations and seek to substitute promises for orders failing to materialize. One class of sales managers will say, "Let the boys promise all they want to. It puts 'em on record and they will work their heads off to make these promises good." Mr. Eddy's article is a skilful advancement of one school of thought, and perhaps some of our readers will feel free to draw on their experiences in order to show how a cast-iron policy of this kind will not work to the best interests of the house.]

TIME: 9 A. M. Place: Sales manager's private office; morning mail from various territories in baskets ready for attention; S. M. gets down to work with pleased countenance, for the baskets look as if the boys had been putting in heavy licks; business of scanning more important orders so that they may be on their way to other departments; S. M. begins running through mail, smiling here and once in a while a frown and a notation which means "special attention" later; S. M. pauses over one letter in particular—face beams as he reads:

"I had a long session with Pettingill here to-day and fixed up his kick on that last delivery so that he is perfectly satisfied and we take but little, if any, loss. The best part of it is the prospect for a fine big order here next week. The old man isn't quite sure of his assortment, but I expect to get an order for something around \$4,000."

Same place and hour one week later. S. M. has gotten through the orders and is reading the mail from the front. Picks up one let-

ter with a sort of anticipatory smile, which very soon fades into an expression of disappointment. The letter is from the salesman who last week described the \$4,000 order he expected to get this week. This is what he says:

"I could only get Pettingill down for an order amounting to \$1,925. I wrote you last week it'd be \$4,000, but somehow we couldn't figure out that much when he checked up stock and made up his assortment. I'm sorry to have to cut down my promise this way, but I really thought I had the order all but in my book for the larger amount."

This little scene is re-enacted in many sales organizations every week. There may be a change in the actors and the amounts, but the principle of promising the big order which fails to materialize is the theme of the drama.

During my several years' experience as a sales manager I have had my share of this character of correspondence. Letters of this sort call for rather particular attention. The salesmen who write them are usually sincere in believing that they are going to get the business they tell you about. When a man has a sincere hope of accomplishing certain ends you cannot ride roughshod over that sincerity if you expect results.

RELATING A SALESMAN'S EXPERIENCE TO SALESMEN

I believe that one of the most effective bulletins I ever issued to our sales organization had to do with this very situation. When you can appeal to a man in the terms of your own experience he will accept the argument much more effectively than if he thinks that you are merely preaching at him. It reads:

"Some years back when I was

a salesman on the road, I, too, was given to the 'promise' habit. It was my regular custom to write the house all about the fine order I expected to get from Joe Jones, or else to tell the boss about it personally if I happened to be 'in.' And of course I always expected a few words of commendation upon my brilliant prospects. This quite beside and in addition to what I expected when I got the real order itself.

"One day I told of my hopes once too often. I was working under the management of a mighty good fellow, but none the less strict in the handling of his men. Upon one of my visits at headquarters I began telling him about the dandy line of prospects I had lined up for the coming week. He let me play out my string, meanwhile carrying a sort of quizzical smile on his face. I finished my story, well pleased with the effect I presumed I was making.

"Imagine my astonishment when, after passing me his private box of cigars and asking me to have a seat, my good sales manager began on me in the following words: 'Eddy, I like you. I like your work. But you've got one glaring fault that I'd like to see you overcome. You boast too much. Not alone about the sales you've made, but almost as much about the sales you expect to make. And you want to be praised both times. You try to cash in twice on the same order. You want me to tell you how glad I am you're going to get all those orders next week. Next week, when you get them, you'll feel hurt if I don't express my pleasure at the volume of business you booked.

"Now, on our books, you get credit for those orders just once, and that's all you're entitled to and all you expect to get in the final analysis. *The orders tell the story.* Now I don't wish to be placed in the position of being always expected to give you two rounds of applause. You don't need it. So quit telling me about your expectations. Let me have the results. I'll think lots more of

you. I won't have any chance to be disappointed when you fail to land the order you told me you were going to get and didn't. You place yourself in an embarrassing and vulnerable position when you come in here and describe what a big order Joe Jones is going to give you, and then perhaps Joe changes his mind and doesn't order at all, or else buys a great deal less than your optimistic imagination has portrayed to me.

"The next time you feel tempted to boast to me about what you intend to do, put a button on your lip. The order itself is the best boast you can make, and when I see the order I'll know that you have presented me with a fact instead of a fiction. Not that I think you intend to deceive. If I thought that, you couldn't work for me. But I do think you want more than is coming to you when you ask for praise twice over."

"I don't remember just what I did. Probably I gulped and looked very much astonished. But it struck home. I never forgot that talk. It made an impression that will always remain. And I minded. I don't think I ever after that tried to get credit for an order more than the once to which I was justly entitled. Nor did I attempt to predict the size of an order until I had it down in black and white as an absolute incontrovertible fact. It was a lesson I wish all salesmen could learn as I learned it. Predicting what volume of business will be booked is a serious proposition. The more desirable course is to let the orders tell their own story."

KEPT THE MEN'S FEET ON THE EARTH

I found that the bulletin just quoted was indeed effective—so much so that we kept a few extra copies on file to pass on to the new men who joined the organization from time to time. When we observed a tendency to paint the future with colors which appeared over-brilliant we wrote the right sort of a letter to the young man accompanying it with the foregoing bulletin, and generally the medicine was thoroughly efficacious. The important point in such cases

National President Retail Implement Dealers Says: Farm Papers Are His Greatest Help

Mr. C. M. Johnson, of Rush City, Minnesota, who is president of the National Association of Retail Implement Dealers, in making a public discussion of dealer helps at Minneapolis in February, stated that he found the farm papers were his most valuable assistants in conducting a profitable retail business; that the advertising in the farm papers was invaluable in his sales work, and that the editorial matter in farm papers was equally important to him, because it helped build up better farm communities.

In a letter written to *The Farmer*, February 27, 1917, Mr. Johnson says:

"The farm journals of this country are entitled to the best that can be given them from the manufacturers who sell goods to farmers; from the dealers who hand these goods out across the counter, and from the farmers themselves, for there has been no stronger element in community building, in its broadest and highest sense, than the co-operation and influence extended through the columns of *The Farmer* and other farm papers. You are helping to build up the small town by this co-operation, and I would like very much to bring this matter more forcibly to the attention of every one interested in 'community growth.'

"I shall be glad to answer any inquiries along this line, and can cite many instances directly due to the editorial policy of your paper along these lines."

Any manufacturer who wants to get actual facts regarding the value of farm paper advertising to the dealers, who are out on the firing line, will do well to communicate with Mr. Johnson.

The *Farmer* can give you names of many progressive dealers, who, like Mr. Johnson, realize the value to them of farm paper advertising.

THE FARMER

WEBB PUBLISHING CO., Publishers
ST. PAUL, MINNESOTA

GEORGE W. HERBERT, INC.,
Western Representatives,
1341 Conway Building,
Chicago, Illinois.



WALLACE C. RICHARDSON, INC.,
Eastern Representatives,
381 Fourth Ave.,
New York City.



CONSTRUCTIVE SERVICE

Every firm has a different story to tell.

Our first endeavor is to get a clear viewpoint of the business and study the products and their markets.

One's individuality reflected in the advertising lifts it out of the ordinary and increases its selling force.

Let us study your needs.

GOTHAM STUDIOS

Makers of **GOOD DRAWINGS** for
Car Cards, Booklets, Window Displays,
Newspaper Advertisements, Posters, etc.
114 EAST 28 STREET, NEW YORK
Telephone 6619 Mead 34

*When a drawing is free from
UNNECESSARY detail, the
message gets across quickly and
clearly.*

For Sale

CONTROLLING interest in medium-sized incorporated printing company doing about \$50,000.00 worth of business a year; modern machinery, pamphlet bindery, monotype equipment. Business is well established and of the highest reputation, is in full operation in the heart of one of Canada's largest cities. Selling on account of health. Correspondence confidential. \$8,000 cash required, balance to be arranged. This is one of the few opportunities that will give control of a handsome business for one-third of its value. Particulars, Box 245 Printers' Ink.

Come to Canada

is to keep from discouraging enthusiasm and to keep the air-castle builder within due bounds, so that unexpected failures to connect with promised orders will not react upon both salesman and sales manager.

They say that there is a certain place paved with good intentions, and I'm convinced that a large part of the paving material has been furnished by salesmen who fully intended to deliver the orders they told their sales manager about. Therefore the more such tendencies can be tactfully discouraged the more likely the real orders are to be found in the morning mail.

In somewhat the same classification falls the use of extravagant adjectives in the salesman's correspondence. Now I love enthusiasm. Without it a salesman is not a salesman—he's merely something which wears pants and takes orders. But enthusiasm doesn't always remember that discretion is the better part of valor or that all that glitters is not gold.

I like to have the salesman describe the fine store our customer has and sometimes even relate what a fine and dandy chap the merchant himself has proved to be. But sometimes the credit man gets his searchlight trained on some of these wonderfully described accounts and there's a difference in the colors of the picture. Not questioning the sincerity of the salesman. But chickens will come home to roost. In other words, reports of fine stores and good fellows who run them should be carefully censored before being sent in.

But all these things are of a class. The enthusiastic description of business to come, the territory where so many good accounts await merely the magic touch of the salesman—these are good things to hear, but too much emphasis falls of its own repetition, so that it is much the better course to teach the salesman to be temperate in his promises and productive of his orders. Properly handled, there need be no loss of enthusiasm, while there may easily be gained a much higher degree of efficiency.

Selling Goods to Hospital Superintendents

Manufacturers who were interested in the articles in **PRINTERS' INK** on "Getting Your Goods Into Hospitals" (August 10, 1916) and "Selling Catholic Institutions" (September 28, 1916) will be interested in an editorial in the February issue of the *Modern Hospital* entitled "The Superintendent and the Salesman." A portion of the editorial follows:

"Many salesmen claim that they are unable to see the superintendent when they visit the institution, and often they report back to their houses that they have no 'stand-in.' But there are other salesmen who visit those same institutions and who do have a sufficient 'stand-in' to see the superintendent whenever they go there.

"But there is no mystery in this state of things. Hospitals do not buy Protestant gauze or Catholic canned fruit. They do not bargain for Jewish furniture or for Gentile soap.

"The whole difference in the reception of those two salesmen lies in their own methods. The unwise man, and the short-sighted one, the one without experience in selling to institutions, goes there in the morning, when the superintendent, and, for that matter, every living soul under the roof, is more than busy with the needs of patients and their doctors. If he is so unfortunate as to reach the superintendent at such a time, he offers his wares as the best of their kind and the cheapest without reference to the particular needs of the institution, and wholly without intimate knowledge of hospital conditions and the special problems connected with those conditions.

"The other salesman goes there in the afternoon, when things have quieted down and when the superintendent has time to breathe. He talks about his wares, but he does so from the viewpoint of the well informed, both as to his own business and as to that of the hospital. He gives the superintendent many useful hints about the field he is representing, talks about the trade in general, and about probable rises or falls in the market, and the reasons. Often he can tell about what other hospitals are doing in his field, and how and why they bought this or that. In short, his visit has been a pleasure and a profit to the superintendent, who can judge that this salesman, by reason of his intimate knowledge of his own and the institution's business, can relieve the superintendent of a vast amount of 'shopping' and thus give him all the more time to attend to things he feels are more important. The superintendent will try out such a salesman, and will 'check up' the tips he has given; if the salesman is found to have been honest and fair, he will thenceforth be a welcome visitor and not only will have a 'stand-in,' but also will sell goods to that hospital, often over the head of a man who has better goods at a lower price, but who has not made himself familiar with hospital methods and who does not know how to 'stand in.'"



There are no ifs with

PRINTED SALESMEN

They demand a hearing by their interesting appeal and the punch is there that hangs on to the brain of the busiest man.

Established more than fifty years. The largest high grade printers in the world

The Lakeside Press

R. R. Donnelley & Sons Co.

Chicago, U. S. A.

I Want

A "Bigger Job"

With well established, reliable, successful, national publication, general or trade, or metropolitan daily, as Advertising Salesman. I CAN PRODUCE RESULTS. Am earning handsome salary now, but can see no possibilities for future advancement; therefore, desire to connect with progressive publication.

Six years' selling experience. Am making Advertising my life profession because of natural inclination and love for the work. Well recommended as to my efficiency, reliability, enthusiasm, persistency and personal habits. Age 28 and chock-full of initiative.

Send full details to

"A PRODUCER."

Box 246, care **PRINTERS' INK.**

Naturalness of Style the Test of Effective Writing

Writers Who Think That Good English Is More Than Adherence to Old-Fashioned Rules of Academicians

Good English vs. Very Correct English

By Roy Griffith

THE opening guns of the split infinitive discussion having begun to roar in your columns, telling the battle is on once more, perhaps you will be willing to admit the pacifying overtures of a perfect neutral, for the sake of asking Mr. Stirrup and Mr. Kiser on what terms they will make peace. Each disclaims, with grimaces of inconquerable repugnance, the remotest idea of using a split infinitive, but Tweedle-Kiser says the use is not English, and Tweedle-Stirrup wheels up Byron, Hardy, Le Gallienne and Pater, as reinforcements, to prove it is.

To begin with, what do they mean by English? Do their separate viewpoints come within the province of real English at all? Are they not wholly concerned with a factitious syntax mistakenly known as English? For the basic structure and broad principles of the language stand quite apart from the preposterous gridiron of Latin grammar clapped down on it by the mistaken scholars of an age gone by.

I see nothing bold in Richard Grant White's assertion, as Mr. Stirrup does, that "English is an almost grammarless language," since by grammar he here obviously means accident and syntax. Nothing else can be said of a language almost wholly idiomatic, from which the little inflection it has ever had is rapidly disappearing. The very attempt to impose the grammar of a homogeneous and highly inflected language like Latin on the groundwork of an idiomatic and agglomerate language like English has led to an endless and bewildering array of forms as old as the language that are called exceptions, and to a

perennial clapperclawing and wrangling over just such non-essential niceties as the "split infinitive."

One example will suffice to show the force of this. We say, "She would be a nice girl to live with" —(or "with which to live," if we are sweetly genteel and fastidious). But nobody ever says "She would be a nice girl for living with," although this expression will parse, and is correct by the commonly propounded rules of grammar. Both are right, only the first is English and idiomatic, and the second is grammatical and bosh.

The real English is English as it is written and spoken by well-read and well-informed people (the two terms are not synonymous), and not English as it could be, should be, or might be for one reason or another, if it were not what it is. No writer ever did, or ever could write anything worth reading if he sacredly regarded all the rules laid down in one of those pettifogging travesties of human intelligence commonly called "A Grammar of the English Language."

One is unquestionably on the better side by not splitting his infinitives, even if only because, as Mr. Stirrup says, the practice is an ugly one; besides being, as he might have added, quite needless. But what a doctrinaire attitude in the matter can lead to is suggested by the other quotation he makes, that "the infinitive mood is a substantive of verbal origin." In "To err is human," "to err" is an infinitive, and therefore of verbal origin, although it takes the place of a substantive or noun-form as the subject of the sentence. We should have a pure substantive if we said, "Error is human." Now if we consider the infinitive form a pure substantive, splitting it becomes tantamount to splitting the

1847—*Seventy Year Plate*—1917

1847 ROGERS BROS.

SILVERWARE



ALL the beauty of the early hand-hammered ware plus the durability that gives many, many years of service is to be found in the Heraldic Pattern, now displayed by leading stores.

The knives, forks and spoons can be matched in coffee sets, tea sets, trays, vases, etc., of the same pattern.

All 1847 ROGERS BROS. silverware is sold with an unqualified guarantee based on the seventy years service test.

INTERNATIONAL SILVER CO.

MERIDEN, CONN.

*The World's Largest Manufacturers of
Sterling Silver and Plate*

pure substantive itself, and "To mistakenly err is human" must be considered as bad as "Err-mistaken-or is human" (for "Mistaken error is human")—although one is perfect sense, and the other perfect nonsense. Such are the results of the meticulous pedantry of grammar, as grammar is too generally conceived.

The clearest deduction from usage on the question is, that Pater and Le Gallienne may split an infinitive now and then, even advisedly, but that others, all things considered, would better not.

The question of usage on the example of "like" as a comparative form with verbs, in such a clause as "You talk like you were crazy," is most interesting. Mr. Kiser finds it detestable, and so it is to anybody with the rudiments of an English education, on whose soul it strikes with the sickening hopelessness of a satisfied depravity. Yet for the last few years it has been spreading like wildfire through the public speech, and through journalism and inferior magazine literature. There is every indication of its eventually forcing its way into recognized literary use; in fact, its particularly boorish offensiveness to us now practically foretells this. English owes its sturdiness to being a mongrel tongue, and mongrelisms fare well and go far in it, the bastardy of to-day becoming the aristocracy of to-morrow.

"Over-Written" English Weak as Advertising

By C. F. Goldthwaite

Of Almy's, Ltd., Montreal

ONLY on rare occasions do I feel inclined to take exception with the authors of articles appearing in *PRINTERS' INK*, and never before to the extent of contributing in writing to the discussion. However, here is an occasion in which I feel that I am justified in the course I am taking.

I take issue with Mr. Kiser in his recent contribution "Common Errors in Copy to Avoid." I pre-

sume Mr. Bates would ask "Why avoid the copy?" but my point is more serious.

Like many others now in the advertising field I spent some of the best years of my life in newspaper work, and as an editor always insisted on my paper being well written, but never "over written." By that I mean I did not and do not approve of sacrificing forcefulness to academic English.

I am an American, living in Canada, and living in Canada I find that many people here take exception to some of the phrases and expressions I use in conversation. We both speak the same language, but we have different grammars and different dictionaries. Who is right?

In my advertising copy I use Canadian colloquialisms—not idioms—because I believe I must speak in the language of the people to whom I am directing my advertisements. I call a department store a "departmental store" because that is the name they know it by. I know I am right; they are sure they are and why antagonize in any way the one whom you are trying to induce to buy your goods? By the same token I will split infinitives because they do and because it may make the advertisement more forceful and convincing. I am a stickler for good English in my conversation, and in my private writing, but in my advertising copy I am aiming at one thing—*results*.

Let me digress a bit by way of illustration. In the field I am working in the use of both French and English is necessary. Undoubtedly Mr. Kiser learned during his French course that the French word for potato is "pomme de terre." So did I. But I do not use that word if I am advertising potatoes. I use the extremely bad French of Quebec and say "patate"—a word which all classes of French will understand.

I do not consider it within my province to spend my employers' money in conducting courses in perfect French and English, but rather in getting results, and if necessary in splitting infinitives and committing other harmless

\$2 Wheat—\$1 Corn

Never before in the history of this country have the two most important grains, Wheat and Corn, commanded the high prices at which they have been selling for more than a year.

Moreover, many grain dealers and crop experts predict that \$2 Wheat and \$1 Corn have come to stay.

Nebraska is one of the leading Corn and Wheat states. These crops from her soil last year were valued at nearly \$200,000,000. At the present prices, her Wheat and Corn the coming season will be worth vastly more.

Think of the buying power these crops alone give the people of Nebraska!

Nebraskans are not hoarding the wealth that is now so rapidly accruing to them. They are a progressive people. Their needs are great and they are spending their surplus where it will do them the most good.

If you manufacture something Nebraska people can use, now is your time to tell it.

You can reach them easiest through the publications they read and believe in:

Omaha World-Herald, Omaha Bee, Twentieth Century Farmer, Omaha; Nebraska Farmer, Lincoln; Lincoln Daily Star; Norfolk Daily News; Omaha Daily Tribune (German); Hospodar, Omaha; Hastings Tribune; Fremont Tribune; Grand Island Independent; Kearney Times; Nebraska Farm Journal, Omaha; Nebraska City News; Columbus Telegram.

CONSIDER NEBRASKA

No state in the Union offers the advertiser the advantages Nebraska offers.

Good crops and high prices have made this great agricultural state the most prosperous territory in the world.

Nebraska has passed California in the per capita ratio of automobiles owned and now stands second in the United States.

THERE IS AN AUTOMOBILE OWNED IN NEBRASKA FOR EVERY TWELVE PERSONS IN THE STATE. THINK OF IT!

When you think of Nebraska think of

THE LINCOLN STAR

The Star covers Lincoln and the South
Platte country as no other paper covers it.

CIRCULATION OVER 26,000

No duplication. Every subscriber an individual home. More circulation in Lincoln and Lincoln's trading radius than its two competitors combined. In 1916 The Star exceeded its combined competitors by more than 27,000 inches of local advertising. It leads in both circulation and advertising.

NO NEBRASKA CAMPAIGN IS COMPLETE WITHOUT THE STAR

THE LINCOLN DAILY STAR

LINCOLN

NEBRASKA

Eastern Representatives
Benjamin & Kentnor Co.
New York

Western Representatives
Ford-Parsons Co.
Chicago



The Three Factors in making *quality* engravings

Salesmen or a Mail Order Department competent to grasp your instructions or offer constructive suggestions.

A Management experienced in translating those instructions by the most effective and economical methods into printing plates.

Skilled Workmen, technically expert and loyal to the house.

Such a combination with a scientific cost system enables you to buy *quality* at the lowest possible price. Our plant has had that combination working for 28 years

GATCHEL & MANNING

Designers **Photo-Engravers** in one or
and more colors
Opposite Old Independence Hall
PHILADELPHIA

sins against English, or French, as the case may be.

Of course, Mr. Kiser named many illustrations that one would never use even if solely for the lack of euphony. But I say fie on the old-fashioned rules of English. Americans have coined words, had them copyrighted and made millions out of them. Can they not at least twist a little rule occasionally? Remember the grammarian who said, "A preposition is not the proper word to end a sentence with."

"Columbia Law Review" on Advertising Statutes

An article on "Honest Advertising Statutes" appears in the *Columbian Law Review* for March, 1917. The laws against obtaining money under false pretenses and misuse of the mails are considered in their application to advertising. In a footnote is a list of thirty-four States and the District of Columbia, with the years in which they enacted statutes against fraudulent advertising. With the aid of this table it is easy to ascertain the present law of any State on this point, by merely examining its statutes for the year mentioned. A list is also given of States where the word "knowingly" appears in the law, but it should be noted that Oregon, which is included, repealed its statute on this subject and substituted what is practically the PRINTERS' INK Model Statute on February 13, 1917. Reference is also made to the New York City ordinance penalizing false and misleading advertising in streets and public places (Cosby's Code of Ordinances of the City of New York, 1915, p. 356). The *Review* notes the fact that many of these laws have a common source in the PRINTERS' INK Model Statute, and expresses the opinion that the insertion of the word "knowingly" emasculates the statute.

Service Departmentals for Chicago Trade Press

Promotion and interchange of service ideas for advertisers was the principal subject of discussion at the March meeting of the Chicago Trade Press Association held in Chicago last week. It was decided to divide the membership into publishers, advertising, and editorial departmentals. Round table discussions by the different departments will be held weekly. The following departmental chairmen were appointed: publishers, F. D. Porter, *National Builder*; M. E. Kastner, *Hide and Leather Reporter*; advertising, Page A. Robinson, *The American Architect*; F. A. Merkle, *Electrical Review and Western Electrician*; editorial, A. L. Ford, *American Lumberman*, and E. S. Hanson, *National Builder*.

Want A COPY MAN Who Knows Big Business?

Or an advertising executive?

A daily newspaper training, a technical training, an advertising salesman, a sales manager. And now he wants to write copy. Here's what they say about him:

"I have handled miles of his copy. I know he can write and I know that he interests people. He has a rare knack at it."

A Great Newspaper Editor.

"His ability in writing is the result of the exacting training of the daily newspaper field, and he combines in an unusual degree fitness for descriptive writing called for by the daily press, and for the more difficult requirements of technical journalism."

A Great Class Journal Editor.

"He is gifted unusually in the direction of salesmanship and advertising."

A Great Works Manager

"We regard him as one of the best advertising men in the business."

The President of a Large Machinery Corporation

"He would not undertake it unless qualified to deliver the goods."

The President of a Big Metal Working Plant.

The man is on the best side of forty, clean mentally, in robust health. He is a sales manager now, but he wants to write big copy. Perhaps the job he gets will include salesmanship.

What can you offer?

Address SELLING COPY
Box 248, Printers' Ink

DEEDS— NOT WORDS

TEN years' strenuous experience as National Advertising Manager, Agency Copy Director, and part of staff of one of the largest advertisers put me in a position to point to deeds well done. I have done and can do what others of less experience promise. A trunk-full of samples of work for over 75 manufacturing and retailing concerns. A file of commendatory letters—showing clean, successful record certified by every employer and client. All speak for me. But I want a reason to work hard—a commission or bonus on sales. Record justifies this. Thirty years old—unmarried—well employed—but dissatisfied. Income should aggregate \$100 a week. Concerns having real jobs please answer. "D. L.," Box 250, care Printers' Ink.

Paving Brick Will Be Advertised to Farmers

Why the National Paving Brick Manufacturers' Association Will Now Use Farm Journals in Telling How and Why to Lay Brick

THE National Paving Brick Manufacturers' Association is about to inaugurate an advertising campaign covering that part of the Middle West east of the Mississippi, and in which, for the first time in the history of the association, the merits of paving brick for use on public highways will be told to the consumer.

Farm journals will be used for this purpose, and the campaign will employ, at the beginning, about half a dozen of these, each with a strong state-wide circulation, the states represented being Wisconsin, Illinois, Michigan, Indiana, Ohio, and to a lesser extent, New York, Pennsylvania, West Virginia and Kentucky. For the present, the space used will probably be about two columns by three inches. A resolution authorizing the campaign was passed at the annual convention of the association in New York City March 6.

For several years the paving brick men have carried on a national advertising campaign in the technical field to advertise their product to contractors, engineers and municipal authorities. They have also used the magazines devoted to good roads. Every manufacturer in the association has contributed toward the cost of this advertising, according to the number of square yards of brick he has sold during the previous year, one-half cent per square yard being assessed to cover the cost of the advertising and the maintenance of the national office.

"This new farm-paper campaign is quite a radical innovation, it is true," said Will P. Blair, secretary of the association and directly in charge of its advertising, to a representative of **PRINTERS' INK**. "Nevertheless, we are confident that there is a wide field for brick manufacturers in advertising direct to the people. In the

states where we are undertaking our work, we find that the farmers are among the most influential and respected citizens in the community, and that very frequently they hold important civic offices. Also we find that the better class of farmers are very likely to be faithful readers of their state farm paper. We have really, therefore, a double purpose in our campaign—to reach the farmer as a possible individual purchaser of paving brick, in a small way, and to reach him as one of the group of citizens responsible for municipal and county purchases of paving brick, which may run into hundreds of thousands of dollars."

In the past, the greatest task the association has faced has been the necessity of educating people how to lay paving brick properly. If the manufacturer's directions are carried out, the association claims that a brick-paved road will last indefinitely without any repairs, so that the upkeep cost is practically nil. A badly-laid brick pavement, however, is of course unsatisfactory. Of recent years some brick-makers have come to the point where they refuse to sell brick for paving unless the purchaser will contract to use the manufacturer's specifications in laying the road.

TO SHOW ECONOMY OF BRICK PAVING FOR COUNTRY ROADS

"The new farm-paper copy will emphasize the permanency and subsequent economy of paving with brick," Mr. Blair stated. "It will quote specific instances of brick-paved streets in all parts of the country which have withstood the heaviest traffic conditions for years without any repair being necessary. The 'selling motif' will be carefully subdued, and no attempt will be made to link up the advertising with any member or group of members of our association. One of the strong feat-

Every Sheet Slip-Sheeted

Pick up a mail order or any other big edition catalogue with color pages in it and see how frequently you will notice unsightly blotches of ink caused by the smutting or offsetting of color while printing.

Ask your color printer and he will tell you the only way to *positively* avoid this trouble is to slip-sheet *every* color, an operation too expensive to be practical on large editions—one slip-sheeting to each printing.

The revolutionary multicolor presses employed by us, printing all four colors at once, have an automatic attachment which delivers a slip-sheet with each printed sheet—one slip-sheeting to four printings.

You get this waste-reducing feature without extra cost if your edition is large.

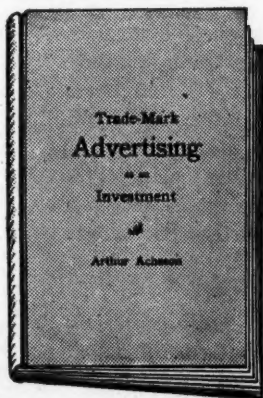
The PERIODICAL PRESS, Inc.

Pioneer Multicolor and Rotary Printers

76 Lafayette Street

New York City

Trademark Advertising As An Investment



by
ARTHUR ACHESON

Mr. Acheson analyzes the manner in which trade-mark values are created and the conclusions he reaches are the result of 25 years' practical experience as a writer, buyer, seller of advertising. Not only national advertisers, but everyone interested in almost every branch of advertising will find "Trade-mark Advertising as an Investment" decidedly well worth reading, and studying.

Sent to any address, postpaid, on the receipt of One Dollar.

The New York Evening Post

More than a newspaper—a National Institution

20 Vesey St.

New York

Pictures

Almost invariably advertisements and printed matter are most effective when illustrated. But if the pictorial reproduction is bad, the advertisement is weakened—often nullified.

The engraver's task is to reproduce a picture, retaining the atmosphere and feeling of the original. The success of Beck reproductions is due wholly to the ability to transmit to the plate, copper or zinc, everything the artist put into the picture. National advertisers willing to buy good pictures employ the Beck plants, logically—and regularly.



THE BECK ENGRAVING COMPANY
PHILADELPHIA NEW YORK

I KNOW a man who has made a very remarkable success in advertising and sales management. His energy, thoroughness, resourcefulness, and the enthusiasm he imparts to his associates are most unusual, as his sales prove. His present field is too limited for his ability and he is ready to consider a change. For further particulars,

Address

J. J. GEISINGER
Federal Advertising Agency
6 East 39th Street
New York

ures of the copy will be the argument that brick-makers know how brick should be laid, better than anybody else. We shall request the prospective user to secure from the secretary full information about right and wrong methods of brick-laying.

"Even when the inquiry is in our hands, no attempt will be made to pass on the information as to a possible order to any one firm or group of firms. The secretary's office has fulfilled its function, we feel, when it has taught the public, first to use brick, and, second, to have it laid properly so as to secure the best results. The members of the association have their own individual means of learning when there is an order in sight, and competition among individual manufacturers is almost purely local in character, owing to the high transportation cost. In our field, 'salesmen' are not employed. We use instead competent technical experts who offer their engineering services to the local authorities in a co-operative effort to work out the best solution of the local problem."

Mr. Blair feels that in inaugurating the new farm-paper campaign, the National Paving Brick Manufacturers' Association has indicated a line of possible national service, which should result in radical amelioration of social conditions. He points out that one of the causes of the present high food prices is unquestionably the difficulty and expense of bringing the farmer's goods to market over the country roads, which are never very good and are practically impassable at frequent intervals in winter. By centering its advertising attack upon the farmer, Mr. Blair hopes that the association can gradually bring about quicker and easier transportation, which would mean lower food-cost in time of peace, and would help greatly in the mobilization of industrial resources in war-time.

The new campaign will not be handled through an agency, but will be placed directly by Mr. Blair from his office in Cleveland.

Here is a Jpeculiar fellow

Versatility is his middle name.

For all this, he is not a Jack of all trades. What he knows, he knows well, but never has he tried to put anything across on an empty bluff.

"Stunts" and "cleverness" are not in his line. In dealing with the retailer, with the technical public, and with the general public, he has abundantly succeeded by the *effective* employment of comparatively "common" means.

He handles the advertising man's principal tool—the English language—with rare dexterity.

His copy covers the entire range of susceptibility in whatever class he may be appealing to.

And his letters! They have a "Thou art the Man" value that impels a large percentage of readers to action.

He doesn't care to promote the sale of eyebrow pencils, bust developers, or the like. Somehow, he can't put his heart into that kind of thing.

His *nom de plume* is K. K., and his address Box 251, care Printers' Ink.

That information is given you because, as you surmised, he wants to serve you. No, not necessarily for full time. Depends on how much you want to invest in him. ("Invest" is right.)

An Unusual Advertising Opportunity

is open for just the right man. He must have had several years of good advertising experience, he must have had selling experience, and above all, he must be able to write clearly and convincingly on any topic with which he has familiarized himself. Must be a college graduate not over thirty-five years of age and a Christian. The position is with a well-known manufacturer in the Middle West and is the sort of a place in which a good man can take root and grow very rapidly. The salary to commence will not exceed \$50 per week. State whether or not samples of your work are available, but do not send them. Make your letter convince us that you are the man. "A. A." Box 247, care Printers' Ink.

Follow the lead of the World's
greatest adver-
tisers—

**POPULARIZE
YOUR TRADE
MARK**

Send illustration for
quotations—

Our booklet, *Success-
ful Advertising Ideas*
—FREE

**The Old King Cole
Papier Mache Co.**

Canton, O.



We reproduce this
familiar Trade Mark



"CLIMAX"
SQUARE-TOP
PAPER CLIPS

The Clip That Grips. Send for
sample. Compare the grip,
nest packing, etc., with any
other clip. You will order the
"CLIMAX." Note these prices:

F. O. B. BUFFALO

Packed	Packed
10,000 to the box per 1,000	1,000 to the box per 1,000
10,000.... 15c	10,000.... 17c
50,000.... 19c	50,000.... 12c
100,000.... 24c	100,000.... 10 1/2c
500,000.... 3c	500,000.... 10c

Buffalo Automatic Mfg. Co.

457 Washington Street BUFFALO, N. Y.

At Your Service

Users of Schworm-Mandel Service
are cordially invited to make use of
our extensive files of Printers' Ink.
FREE TO SERVICE USERS

Co-operative Service of Schworm-Mandel Inc.
450 Fourth Ave. N.Y. 7205-7206 Mad. Sq.

GUMMED LABELS

FOR *Your Parcel Post
and Express Shipments*

Insure the prompt delivery of your mail and express ship-
ments by typewriting the name and address of the consignee
on a label bearing your business card.

McCOURT GUMMED LABELS IN PERFORATED ROLLS
Are printed for addressing on your typewriter. Coloured
labels in rolls are more convenient and economical than the
old style flat and loose label. Buy your gummed labels of
gummed label specialists.

Send for full particulars and catalogue

McCOURT LABEL CABINET CO.
H. H. BLACK, Pres.

53 Bennett St., Bradford, Pa.

Legal Responsibility of Advertising Agent

**Court Holds That He Is Not Re-
sponsible for Obligations In-
curred in the Name of a Client**
—Albert Frank & Company Win
Suit Brought Against Them by
"Daily Attractions"

THE question of the legal re-
lationship among advertising
agent, client, and publication was
thoroughly aired in an interesting
case tried recently in the City
Court of the City of New York.

The finding of the court appar-
ently establishes the fact that the
advertising agent in making a con-
tract with a publication for adver-
tising space acts merely as a rep-
resentative of the business firm
which is advertising, and cannot
be held legally responsible for the
fulfillment of advertising con-
tracts in which the name of the
client is mentioned.

In this case, Elizabeth R.
Clarke, publisher of *Daily Attrac-
tions*, a weekly magazine, brought
suit against Albert Frank & Com-
pany, advertising agents, to re-
cover \$1,404 alleged to be the bal-
ance due for advertising for the
Mason - Seaman Transportation
Company which the agency had
ordered published in *Daily Attrac-
tions*. The order for the advertis-
ing was for one year, at a total
cost of \$2,080, but after about
three months of the year had
elapsed, the agency claims that it
cancelled the order for advertis-
ing, having paid \$676 for space al-
ready used. The reason for this
cancellation was the fact that the
client, the Mason-Seaman Com-
pany (owning a number of taxi-
cabs in New York City) had gone
into the hands of a receiver. *Daily
Attractions* refused to recognize
the cancellation, claiming that a
representative of Albert Frank &
Company had made a written
agreement that the right of can-
cellation should be waived in this
instance. The magazine therefore
continued to publish the advertis-
ing until January 10, 1917, and
then brought suit for the sum
mentioned.

Announcing A Greater Service To Publishers and Agencies

THE Schworm-Mandel Services, which have been steadily built up through the hearty co-operation of New York publishers and agencies, have now been incorporated.

The controlling interest in the new corporation is held by George V. Schworm, president, and William Mandel, vice-president—all other stockholders are users of Co-operative Service.

We thank the publishers and agencies who have helped to make this business grow to its present size and efficiency. We will give even better service from now on.

If you are not using the Schworm-Mandel Services, write for "The Facts About Co-operative Services," and learn why it will pay you to do so.

Some Of Our Clients

Hearst Publications
McClure Publications
Street & Smith Magazines
Munssey Publications
North American Review
Metropolitan-Harper's
Scribner's; Vanity Fair
Vogue-People's Home Journal
Smart Set-Atlantic Monthly
System; House Beautiful
Review of Reviews-Spur
Forest & Stream-Travel
Harper's Bazar-Motor
Housewives' Mag.-Boys' Life
Recreation-Town & Country
McCall's Magazine
House & Garden-Pearson's
Masses-Physical Culture
Art World-Craftsman
Parisienne-Field & Stream
Crowell Publishing Co.
Frank Presbrey Co.
J. W. Thompson Co.
Hanf-Metzger, Inc.
Van Cleve Company
Frank Seaman, Inc.
George Batten Co., Inc.
Atlas Adv. Agency
H. E. Loran Adv. Agency
Corman Cheltenham Co.
Harry Porter Co.
Ruthrauff & Ryan, Inc.
Van Patten, Inc.
Blackman-Ross Co.
Collins Armstrong, Inc.
Fenton & Gardiner, Inc.
Sterling Service
Lord & Thomas
Dorland Adv. Agency
E. T. Howard Co.
Foster Debevoise Co.
Allen Adv. Agency
Carney & Kerr, Inc.
Martin V. Kelly Co.
Bayer Stroud Corp.
L. J. Finch Adv. Agency
Sherman & Bryan, Inc.
Ironmonger Adv. Agency
Ballard Adv. Co.
Birch-Field & Co.
Picard & Company
P. K. Frowert Co.
Federal Adv. Agency
Street & Finney, Inc.
McClure News Syn.
H. D. La Coste (rep.)
J. A. Richards Co.
Hemstreet's Bureau
Corrective Eating Society
Henry Bomelke, Inc.
Rommelke & Reube, Inc.
Erickson Co., Inc.

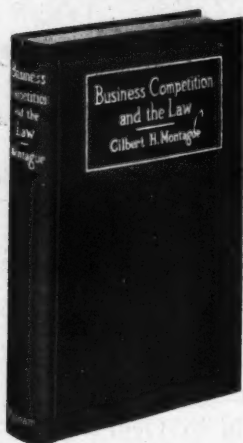
**Co-operative
Services of**



**Schworm-
Mandel Inc**

450 Fourth Ave. N.Y. 7205-7206 Mad.Sq.

Pres., George V. Schworm Sec'y and Treas., Walter B. Katzenberger Vice-Pres., William Mandel



What Can Lawfully Be Done and What Can Not

May be more easily decided by manufacturer or distributor after reading **Business Competition and the Law**, by Gilbert Holland Montague. It deals with the questions which present themselves daily, as spelling either success or failure for great merchandizing organizations, for nation-wide sales campaigns and for carefully conceived and executed marketing plans. It is the significance of these questions to

Make or Break the Manufacturer or His Competitor

and their consequences to large investments of capital and effort in these great organizations, campaigns and plans for distribution that constitutes the importance and value of this volume to every maker or seller of commodities, for it shows

The Dangers of Aggressive Salesmanship

Mr. Montague has been in almost constant consultation of late with the Federal Trade Commission, particularly as counsel, with Judge Payne, of Chicago, for the news print manufacturers. His experience in the different phases of this question has been wide. No one could be better fitted to write on this important subject.

The volume has Bibliography, Authorities and Index. Bound in English Ribbed Cloth. Stamped in Gold. \$1.85 postpaid.

Sent Prepaid On Approval

for five days' examination to any reader of **Printers' Ink** who will request it on his business letterhead. Just say: "Send me **Business Competition and the Law** as per **Printers' Ink** offer." The book will go forward at once.

G. P. Putnam's Sons, Dept. MO, 2 West 45th St., New York

The trial resulted in a victory for Albert Frank & Company, since the motion of that firm for dismissal of the action was granted by the court. Whether the case will be appealed by *Daily Attractions* is not known at this writing.

Albert Frank & Company's motion for dismissal of the case was on two grounds: first, that there was no proof that the representative of the agency who waived the right of cancellation was authorized to do so; and second, that the order blank and the papers in evidence showed that the Frank Company was an agent acting for a disclosed principal, the Mason-Seaman Transportation Company, and for that reason any claim the plaintiff might have for the unpaid bill was necessarily against the latter company.

The court declined to dismiss the complaint on the first ground, but did so on the second.

It was pointed out that since the order blank of the Frank Company described the Frank Company as "advertising agents," and the Mason-Seaman Transportation Company as "its client," and since the advertising was indisputably for the benefit of the Mason-Seaman Transportation Company, not of the Frank Company, and since the plaintiff in accepting the contract had agreed that an "agent's commission" should be paid to the Frank Company and in rendering monthly bills and statements had deducted from the rate ten per cent, which was described as "agent's commissions," it must be held that as a matter of law the Frank Company was the agent of the disclosed principal, the Mason-Seaman Transportation Company.

The case was consequently held by the court to fall within the rule of law that where an agent deals with a third party on behalf of and upon the credit of a principal, whose name is disclosed, such principal and not the agent is liable on contracts made with the agent (except where the agent has committed some fraud).

The attorneys for *Daily Attractions*

A-B-C-

A-B-C-

A-B-C-

A-B-C-

A-B-C-

A-B-C-

A-B-C-

Advertisers know absolutely what they are buying when they contract with A-B-C papers. No other guarantee is quite so good.

The A-B-C-Paper in Meriden, Conn.

is

The RECORD

No other Meriden paper so guarantees its circulation, or submits to Audit. The Record carries much MORE and much BETTER advertising than its competitor.

LABELS

NO MATTER WHAT



We invite Your Inquiries for Prices and Suggestions On Your Label Requirements.

ROLL FORM AND FLAT

Advertising and Shipping Die Cut, Engraved, Embossed, Gummed or Ungummed Labels, Gum Tape and Sealing Machines.

OUR COURTESY LABELS

Embossed Stickers containing significant phrases such as 'Thank You'—'Have You Forgotten Us.' Merry little things that call for a smile and give us the feeling of personal interest.

SEND 10c. in stamps or coin for sample package of assorted Courtesy and Dunning labels.

EVER READY
ROLL LABEL CO.
417 West 42nd St., New York



An Investment of More Than Seven Hundred Millions!

There is invested in New England textile mills, according to the census of 1909, \$745,000,000, and these have an annual product valued at \$774,000,000, paying in wages \$158,000,000. The investment, the product, and especially the wages, have materially increased since that time.

Included under the general head of textiles are wool manufactures—woolen, worsted, carpets and wool hats, cotton manufacture, silk, cordage and twine, fur felt hats, hosiery and knit goods and the dyeing and finishing processes.

Not included are the following auxiliary and subordinate industries:

Boiler makers, engine builders, electric power manufactures, makers of belting and shafting, dealers in coal, lumber, and iron and many others in smaller lines are all connected with the greatest of New England manufactures. Some of these interests would be in New England if there were no textile mills, but their number would be much less.

New England's textile workers spend their wages in New England cities.

AUGUSTA, ME., JOURNAL
Daily Circulation 10,068 net paid
Population 13,211, with suburbs 75,000

PORTLAND, ME., EXPRESS
Daily Circulation 21,247
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 9,892 A. B. C.
Population 22,000, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER
Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Daily Circulation 5,192
Population 39,656, with suburbs 150,000

LYNN, MASS., ITEM
Daily Circulation 13,227
Population 89,336, with suburbs 100,000

NEW BEDFORD, MASS. Standard and Mercury
Daily Circulation 20,949 net paid
Population 109,000, with suburbs 120,000

SALEM, MASS., NEWS
Daily Circulation 18,732 net paid
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 30,444
Population 100,000, with suburbs 250,000

TAUNTON, MASS., DAILY GAZETTE
Daily Circulation 5,721 net paid A. B. C.
Population 38,000, with suburbs 53,000

BRIDGEPORT, CT. POST and TELEGRAM
Daily Circulation 32,219
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER
Daily Circulation 19,414
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)
Daily Circulation 9,000
Population 25,000, with suburbs 60,000

MERIDEN, CT., JOURNAL
Daily Circulation 5,386
Population 37,265, with suburbs 50,000

WATERBURY, CT., REPUBLICAN
Daily Circulation 9,534
Population 73,144, with suburbs 100,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

tions argued in court that the words "agent," "client," and "agent's commission" are used in a specialized sense in the advertising business. Specifically, they sought to show that "agent" does not describe the usual relationship of principal and agent, that the word "client" is used solely for identification of the space and not to describe the principal whom the agent represents, and that words "agent's commission" are used in the same sense as the word "discount." The court refused to permit such testimony to be offered.

To Study Retailers' Problems

Department stores in different sections of the country have formed an organization known as the Retail Research Association, with headquarters in New York. About eighteen stores are enlisted in the association, including Wm. Filene's Sons Company, Boston; Rike-Kumler Company, Dayton, O.; LaSalle & Koch Company, Toledo, O.; L. S. Ayres & Co., Indianapolis; L. Bamberger Company, Newark, N. J.; J. L. Hudson Company, Detroit, Mich.

The purpose of the organization, as indicated by the name, is to study and investigate the retail problems, common to the members of the organization. It will in no way conflict with the function or scope of any existing organization, it is said, but will be devoted entirely to close investigation into problems which have never before met co-operative consideration.

Alvin E. Dodd has been appointed secretary of the association. He has been executive secretary of the National Society for the Promotion of Industrial Education.

Advertising Women's Dinner-Dance

The League of Advertising Women of New York City will hold their annual dinner-dance at the Hotel Astor on March 20th. Addresses will be given by Miss Mary Shaw, playwright; Miss Helen Rowland, of the *New York World*; Rufus Steele, former editor of the *San Francisco Call*; Edward James Cattell, Philadelphia statistician, and Ivy Lee.

Photoplay Magazine \$1.50 a Year

Through an inadvertence the subscription price of *Photoplay Magazine*, Chicago, was given in these columns as \$1.20 a year, instead of \$1.50, the rate that has been maintained by the publishers ever since the magazine was started.

THE wealth of Maine has been aptly summed up by one manufacturer as due to

POTATOES APPLES VISITORS

Lumber is a fourth consideration; canned fruits and corn are also wealth producers in Maine. The

Portland Evening Express

is Maine's greatest daily. It is the only afternoon newspaper in Portland and dominates in its biggest city. A trial campaign in Portland would be very profitable.

The Julius Mathews Special Agency
Boston—New York—Chicago

BRIDGEPORT CONNECTICUT

One of New England's greatest industrial cities.

Bridgeport Post-Telegram

One of New England's greatest newspapers.

The city and the medium are worthy of the attention of every advertiser.

Largest Connecticut Circulation !

The Julius Mathews Special Agency
Boston—New York—Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATTHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KITTLE, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60.

JOHN IRVING ROMER, Editor.

NEW YORK, MARCH 15, 1917

Excess Profits and Advertising

Any given form of taxation is, from the very nature of the case, more or less arbitrary. But some forms of taxation are so one-sided, so uneven in their application, that a stronger word than "arbitrary" is needed to describe them. The new tax on so-called "excess profits," which became effective March 3, seems to fall clearly within this category. In fact, so unfairly is the law drawn that it would seem to be confiscatory in its application, as well as to fall under the head of class legislation. We think we can show where it is highly discriminatory against advertisers and the advertising industry.

In the first place, this new tax makes no proper allowance for good will (which is, of course, the natural product of wise and persistent advertising). Corporations and co-partnerships will be taxed 8 per cent on their annual net income when in excess of the sum of \$5,000 plus 8 per

cent of the capital actually invested, including surplus and undivided profits. To illustrate: Suppose a corporation started out ten years ago with a very modest capital of, say, \$10,000. Each year it has put back into advertising a considerable part of its profits. To-day, by reason of this wise and persistent investment in advertising (and this is no fanciful case), the corporation is worth \$200,000 and would easily bring that sum under the hammer. The law, however, does not take cognizance of this enhanced value, a residue of good will, but limits the exemption to 8 per cent on the original \$10,000 rather than \$200,000. In other words, the corporation's enterprise and industry are being oppressively taxed. Another concern, starting ten years ago with \$200,000 in machinery and real property, but having done no advertising and its original investment remaining as at first, is nevertheless allowed exemption of 8 per cent on the full \$200,000.

Also perfectly valid objections to the law lie in the unequal way in which it will apply to competitors. John Wanamaker, because he operates his business as an individual, will have no tax to pay under this act. Whereas, B. Altman & Co., a corporation in which employees have been given an interest, will have to pay 8 per cent on whatever profits have been earned over and above 8 per cent on the capital invested plus \$5,000.

Still, again, consider the small number of people who will have to bear the burden of this tax. Nothing at all will be contributed by the great Metropolitan Life Insurance Co. or the Equitable. But a small manufacturing corporation whose capital is limited and whose earnings are the reward of great industry and exceptional personal service on the part of its owners, may have to pay a great many thousands of dollars.

It is estimated that this tax falls upon only one-half of one per cent of the entire population of the country. Yet the purpose of raising the money is "to provide

increased revenue to defray the expenses of the increased appropriations for the Army and Navy and the extension of fortifications." Here, surely, is a matter in which the whole population, and not merely a small fraction, is interested directly and vitally. It should be the privilege as well as duty of every individual to contribute to this most worthy object, according to his means. Why exempt totally a prosperous farmer and tax heavily the man who has invented a safety razor and by industry, good judgment and wise advertising has built up a successful business? The farmer benefits from navy and army protection quite as much as the manufacturing corporation. Patriotism is best encouraged by everyone doing his bit. The new legislation is of a piece with the old-time system which relies upon the volunteers of the militia to meet military emergencies and allows the non-volunteers to remain comfortably and profitably at home. Universal military service is coming, and perhaps universal taxation will follow in its wake.

In his "Wealth of Nations" Adam Smith laid down the principle that the subjects of every state ought to contribute toward the support of the government as nearly as possible in proportion to their respective abilities; that is, in proportion to the income which they enjoy under the protection of the state. How especially true is this principle when applied to a measure for the protection of the country against a foreign enemy. So, we do not view it as overzealousness on the part of PRINTERS' INK for the interests it represents to sound a note of protest.

Hard-Pan Is Pay Dirt in Selling Talk

The importance of getting down to hard-pan in selling and advertising verbiage is no new truth, but one that should grow daily in the advertiser's appreciation. This point was well taken in a chance conversation recently with an architect. The matter under discussion concerned the position of cer-

tain advertised building materials.

"I personally have never specified any of these products," remarked this man, "but I have heard of them variously. One day I had a problem put up to me, the solution of which seemed to lie in one of these lines. I therefore looked in my *Sweet's*, but found little but high-falutin self-praise. This, I might say, is the general tone of all their literature, which uniformly goes straight into the waste-basket.

"I then sat down and called up the local offices of several of these concerns, and got little more information, but a lot more of this high-sounding advertising talk. I had little or nothing definite for my pains."

It is possible that one or more of the pieces of literature consigned to the basket without further thought might have contained the "brass tacks" he suddenly required. It is more than possible, however, that the tacks were hidden by the putty of unnecessary puffery. At least, the mistakes of outgrown advertising methods had left their impress on this architect, to his and the advertisers' mutual loss. In his case the advertising had only gone so far as to make the names generally known.

The professional man is no person to "write up" to; nor is anyone with the money to spend or the opportunity to specify for your product. He is looking for facts, well presented to be sure, but hard, cold and indisputable.

Advertising Prepared This Brand for Boom

An interesting outgrowth of the present food situation is the increased demand for rice. Agitation in favor of this cereal, backed by men like George W. Perkins in New York, has resulted in a rice boom.

These public-spirited citizens, who sought to reduce the high cost of living, were interested merely in rice. Advertising of the Seaboard Rice Milling Company, however, had been preaching Comet Rice over a period of two years, and the advertiser is cash-

ing in now on the general demand.

While the Southern Rice Growers' Association has been discussing a campaign, as noted in PRINTERS' INK of February 1, 1917, this individual milling company has been preparing its own brand for just such a situation as now exists in Greater New York and elsewhere.

Now comes the Louisiana State Rice Milling Company, Inc., of New Orleans, using full-page newspaper space in New York City. This company's advertising deals with the food values of rice and does not feature a brand name. It is along the line of procedure discussed by the rice-growers' association.

It is reasonable to suppose that the rice interests will get a great amount of advertising under way in the near future. If ever there was a propitious time to begin the popularizing of rice it is the present. The impetus of active demand would send rice advertising shooting forward toward the goal of greater consumption.

The people of the United States have been the smallest eaters of rice in the world. It seems that they must be taught how to eat rice. In this respect the Louisiana State Rice Milling Company's copy is to be commended.

A large part of the page advertising is devoted to practical recipes and the correct way of cooking the cereal. There is no doubt that seed of this kind will bear fruit.

Advertising is the ally that the rice interests should use to its fullest extent to make this a record year for their product.

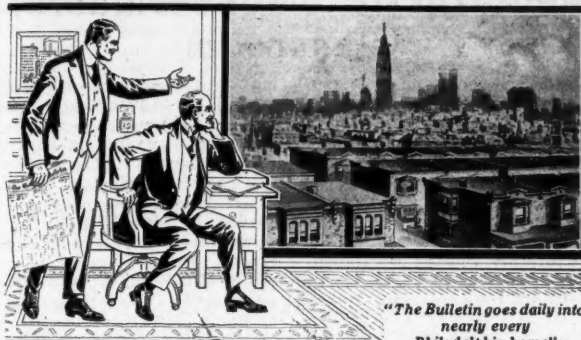
The "Average Appropriation" Fallacy

We have an extremely interesting letter from a Western advertising agent, who is handling the account of a high-grade retail grocery. The grocer has heard that the "average advertising expenditure" for stores of his class is one-half of one per cent of gross sales, and will not advance his appropriation beyond that figure, though it would be greatly

to his advantage to do so. Turning to PRINTERS' INK for help, the agent asks if the average above noted is a fact, and if we can throw any light upon the reason why.

We do not know whether one-half of one per cent represents the average appropriation in the grocery business, and we doubt if anyone else does. But what has the "average" to do with the question? There are many retail grocers whose appropriations are far in excess of that figure, and a multitude who, properly speaking, do not advertise at all. The "average" is merely the result of mathematics and has no relationship whatever to existing conditions. The "average" appropriation is in the same case as the "average" grocery store—non-existent. A man with a passion for statistics might compute the average size of the trousers worn by American citizens, but there is little chance that it would serve as a safe guide for his tailor.

As a matter of fact, however, a good many concerns seem inclined to judge their advertising appropriations on some such basis. We frequently receive requests for the "average expenditure" in the rubber business, or the clothing industry, or the toilet-goods trade, with the added information that it is wanted as a guide in fixing an appropriation. Even if the figures could be accurately arrived at, they would represent nothing tangible. A concern might as well ask for the average number of salesmen employed by its competitors, or the average horsepower of their steam-plants. What such concerns need is a study of the actual conditions which are to be met, by someone whose judgment is to be trusted in such matters. Even the figures showing the actual appropriations of others—when they may be had, which isn't often—are no safe guide. But they do at least afford a point of departure, which is more than can be said of any "average appropriation"—even if such a thing existed.



The Philadelphia Bulletin

has the largest 2c circulation in America

DESPITE the advance from 1c to 2c (made compulsory by the increased cost of print paper and practically every item that goes into the making of a newspaper)

The Bulletin

holds the dominant place in Philadelphia

A newspaper that can hold the confidence of its readers at an advanced price and continue at the same time to carry an increased volume of business, proves conclusively its supreme value to the community and its real worth to National Advertisers, Manufacturers, and Local Merchants desiring prompt and profitable returns from their advertising investment.

You can at one cost reach the greatest number of possible buyers and consumers in the Third Largest Market in the United States—Philadelphia—each day, by concentrating in the one newspaper which is read in practically every home in and around Philadelphia.

Philadelphia, March 5, 1917

February Circulation

The following statement shows the actual circulation of The Bulletin for each day of publication in the month of February, 1917:

1 . 325,775	15 . 348,116
2 . 329,555	16 . 352,246
3 . 352,511	17 . 349,694
4 . Sunday	18 . Sunday
5 . 339,932	19 . 353,294
6 . 356,196	20 . 352,940
7 . 364,170	21 . 352,498
8 . 359,106	*22 . *322,990
9 . 357,034	23 . 348,458
10 . 347,013	24 . 352,799
11 . Sunday	25 . Sunday
*12 . *342,364	26 . 359,249
13 . 353,966	27 . 360,159
14 . 355,066	28 . 352,796

*Holidays

Total copies sold for 24 days . 8,387,927

Net Paid Average **349,497** Copies a Day

The Bulletin circulation figures are net; all damaged, free and leftover copies have been omitted.

WILLIAM L. McLEAN
Publisher

The Little Schoolmaster's Classroom

THE Schoolmaster is just egotistical enough to enjoy a moderate degree of flattery, but between ourselves, he prefers to regard such attentions as emanating from a mutual service arrangement than as the doubtful laurels of a mutual admiration campaign. On this basis he was glad to hear that Brother Sidener of Indianapolis and the A. A. C. of W. values his card-index system tabulating PRINTERS' INK articles enough to carry \$500 insurance on it. It isn't the money we esteem, it's the credit. Further, the Schoolmaster was agreeably impressed with Mr. Sidener's further elaboration to this effect:

"That is not altogether a comprehensive expression of the value that we place on it, but is a straw in the wind.

"There are about 13,000 cards in our index, and at least 10,000 are on PRINTERS' INK articles. The index was started in 1913.

* * *

"Our thought is this: PRINTERS' INK contains much definite data concerning advertising methods and accomplishments, which are of great value to the advertising agent, and ought therefore to be available for immediate reference.

"We have indexed and cross-indexed every article in PRINTERS' INK—covering not only the main subject-matter, but also auxiliary topics touched on by the article. For instance, in your issue of January 4, the article by J. E. Bulard on 'Advertising as the Public Service Corporation's Safeguard Against Municipal Ownership,' has been indexed under these subjects: 'Public Service Corporation Advertising,' 'Municipal Ownership of Public Service Corporations,' 'Gas—Advertising of,' 'Electricity—Advertising of,' 'Street Railway Companies—Advertising of,' 'Good Will Toward Public Service Corporations,' 'Brooklyn Rapid Transit Advertising,' 'Bell Telephone Advertis-

ing.' All these cards carry as a sub-title, 'Advertising Public Service Corporations,' and make reference, of course, to PRINTERS' INK, January 4, 1917, page 17.

"General classifications to guard us in making the index include products, advertising methods, names of companies whose experience is recorded, complete campaigns described, types of dealer co-operation, advertising appropriations, references to advertising as an investment, etc.

"It is possible for us to have laid on our desks practically all of the references to a specific topic that have been published in PRINTERS' INK in the last five years, and also many references in advertising books. It is the good fortune of the advertiser of today to be able to utilize the experience of those who have preceded him. That is what our index enables us to do."

* * *

It is conceivable that the possessor of such data as offered in, say, this public service matter, could approach a possible client in that field reasonably well informed on the situation, with facts at his command instead of mere theories. Ideas are bred of facts, and the latter are best qualified to breed advertising ideas.

* * *

The Schoolmaster surveys this problem with some reminiscent emotion. During an early apprenticeship he was once shunted off suddenly with a schedule of a campaign to present to a client, with some highly technical explanations to make. The jargon of terms, simple enough in the light of later experience, added in his brain until he became aware that his brave-enough attempts to "get away with it" were amusing his kind-eyed client.

"Young man," advised said client gently, "go back and come here tomorrow morning knowing what you are trying to say."

Good Business—That's All

Having learned from experience that the sober, common sense printed in **GOOD HEALTH** is appreciated only by people of unusual intelligence, we confine our solicitation of subscriptions to officials of banks—principals of large brokerage houses—officers of incorporated factories, wholesale houses and department stores—leading lawyers—Judges of important courts—Congressmen—Senators—heads of Government departments—officials of railroads and other public service corporations—and owners of large estates. For further information about the subscription list of **GOOD HEALTH** apply to—

Advertising
Manager

GOOD HEALTH 1803 W. Main Street
Battle Creek, Mich.

Population 62,288 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. People have money to spend.

Brockton Daily Enterprise

Daily Edition exceeds 15,000. 12 to 32 pages

Flat Commercial rate 35 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries a page of want advertisements. Best paper. Leading general advertisers use it



ALL business correspondence intended for the New York office of the Chicago Evening American should be addressed "Evening American Publishing Company, Room 35, 2 Columbus Circle, New York."

Mr. M. A. Bergfeld, until recently the Eastern representative of The Chicago Evening American, has resigned in order to embark in business for himself—with headquarters in Philadelphia.

(Signed) EVENING AMERICAN
PUBLISHING COMPANY.

BOOKLETS and FOLDERS

We are especially equipped to handle long and short runs of advertising booklets and folders of every description.

COLOR WORK EMBOSHING
HOUSE ORGANS
ADVERTISING COMPOSITION

BARR & HAYFIELD, Inc.

Quality Printing

157-159 WILLIAM ST., N. Y. CITY
Telephone Beekman 2311

MAGAZINE PUBLISHERS**Three Best Ways**

of delivering your publication to the
Adv. Agencies of N. Y. City

(1) FOR N. Y. C. PUBLISHERS ONLY. Prepare copies same as for mailing; we call for them and deliver to Agencies. Service charge, 1c a copy; weeklies, 1c a pound.

(2) Place name only of Agency directly upon Front Cover; no wrapping or cartoning. Service charge, 1c a copy; out-of-town publications and N. Y. C. weeklies, 1c a pound.

(3) Furnish us with list of your N. Y. C. Agencies. We call at printer for copies—wrap, address from your list and deliver. Service charge, 2c a copy; out-of-town publications, 1c a pound. (Send copies in bulk by second-class mail.)

All "The Facts About Co-operative Services" are worth knowing. Send for them. Your copy is waiting.

Co-operative Services of  **Schworm-Mandel Inc.**
450 Fourth Ave. N.Y. 7205-7206 Mad Sq.

S WHY not use stereotypes
instead of electros,
and save?

T We can show
you how they
are just as
good.

Do
you
use mats?

E We make
the good kind.
Won't burn. Won't
blister. Foolproof.

Worrall & Deringer
251 William St. New York

Phone Worth 557

O S

The Schoolmaster cites this because it is probably applicable to a certain amount of soliciting nowadays, whether the solicitation be for an advertising account, an order for space, or an order for a line of goods. The man who is prepared to show where his service can fit is at least seventy-five per cent better off than the man who tries to bluff it out, no matter how well versed in the latter art he may be. The Schoolmaster once heard of the following little serio-comedy along these lines. An agent sent out a series of form letters to advertisers and possible advertisers, explaining his organization's qualifications, and stating that he would be glad of an opportunity for presenting a novel idea which he had conceived for advertising the recipient's business.

Unannounced, not so long after, there arrived at the agency in question a man who had been sufficiently impressed to look further after that "idea." There was no idea, nor was the sender of the letter in at the time. A couple of "idea-men" tried to hold the visitor while they floundered vainly. He sensed the situation and made off, never to return.

* * *

This leads directly up to a letter received (and not the only communication on this subject in the Schoolmaster's possession) from the Chicago representative of a large manufacturing company, enclosing a circular from a soliciting agent, biased by indirection to some extent in the agent's own favor.

"You might as well kiss your money a fond and affectionate farewell if you are going to spend it on planless, haphazard, piece-meal advertising," asserts this circular without any demur on our part. "You can't afford to experiment with your advertising appropriation."

No lie, there. Nowhere in the letter, however, is there an inkling that the agent knows aught of the manufacturer's special problems. "What can you show me about my own proposition?" is the question nowadays.

"It has been the writer's experience that the tendency to unlimited self-praise appears in the correspondence and printed matter that a good many advertising men send out," comments the Chicago man, "or in the interviews they have with prospective customers or those whose business they expect to secure. We have been approached repeatedly by advertising writers and firms who wished to improve our advertising, furnish us with selling schemes or outline advertising campaigns for us where their very method of approach showed they had no fundamental knowledge or very little of either business or advertising, or none whatsoever of our own proposition.

"Several times we have been to the trouble to outline the situation and have invited them to call if they felt that they could be of service to us. We have yet to see our first visitor. We have had two experiences with large advertising agencies of somewhat similar fashion. In one instance two of their best representatives called on us and outlined a plan whose carrying out would have involved an expenditure of several hundred thousand dollars, every nickel of which would have been wasted as far as returns were concerned.

"Another, after a long follow-up series, outlining its facilities, was invited to show in what way they could serve us and again—silence followed."

* * *

You see, the man who takes the trouble to be informed really saves the advertiser and the possible client time, trouble, and therefore, money. Here we have seen instances where these possible clients were actually interested

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average
Circulation **133,992**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

EGBERT G. JACOBSON

11 EAST 43RD ST., NEW YORK CITY

Designer of Type Layouts
Monographs, Catalogues and Books

Fine editions designed and privately printed

Some Publisher

of a live mail-order paper needs an advertising representative in New York and the East.

I want to represent such a publisher through my own office on a commission basis. If your publication is established and hustling and you want efficient representation in the East by an experienced and aggressive man—write to me now. "E. A.," Box 252, care Printers' Ink.

Printing

of high class supplied
to advertisers,
advertising agencies
and others.

Modern machines are
no small part of our
equipment for . . .

Binding

MOST COMPLETE PLANT IN THE CITY

Charles Francis Press

461 Eighth Avenue New York City

Printers of PRINTERS' INK

From
a Little Sprout to
Two Large Plants

The success we enjoy has not...
been immediate, but has required
years of close application and earnest
effort and like all things so evolved it
is permanent and solidly founded....

The Sterling Engraving Co.
200 WILLIAM ST. NEW YORK 107 AV. & 36th ST.
DEKMAN 2900 YORK GREELEY 3900



HOUSE ORGANS

Titles of House Organs protected by federal trade-mark registration at small cost.

Address:

MASON, FENWICK & LAWRENCE,

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Booklet free. Chicago, Ill.

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The WIRELESS AGE

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To Magazine Publishers:

There is only ONE service that makes a daily delivery to every Advertising Agency in New York City: Schworm-Mandel Service.

That is why we give more and better service for less money.

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"The Facts About Co-operative Services" are worth knowing—send for them.

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Cleaning Fluid

Better than dangerous
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Cannot
burn or
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GLUE HANDY
TUBES
WILL MEND IT 10¢

and ready to be shown, and where the solicitors were apparently taken aback at the manifested willingness, and unprepared.

* * *

All of which reverts to one means of being prepared as outlined in the earlier paragraphs.

The Butterick Company is another that has a simple reasonably thorough index system to PRINTERS' INK, compiled in book form. It does not intend to be exhaustive but, as its preface states, its purpose is merely to make quickly and easily accessible the best and most practical of the many valuable articles in PRINTERS' INK."

These books are indexed in two parts, Part I containing an index of products or commodities, and Part II an index of subjects or topics pertaining to advertising. Tabular guides at the book's margin list subjects under general heads, as "Outing and Sporting," "Farm and Garden," "Distribution," "Direct Advertising," "Circulation," "Protection," and so forth.

There are others the School-master knows of, but he feels he's preened himself sufficiently. However, it's the pride of service and the possibilities of further service that swells his chest with the hope that this may serve to leave a constructive hint.

E. Lyell Gunts, formerly advertising manager of the Crown Cork and Seal Company, has joined the staff of the Green-Lucas Company, Baltimore advertising agency.

WANTED—Exclusive Advertising Salesman in Central West

by established publication on farm tractors, gas engines and other farm power equipment. Advertising experience necessary. Preference to one who knows this trade. Headquarters probably Chicago or Detroit.

"H. M." Box 253, care Printers' Ink

PAUL BROWN COMMERCIAL ARTIST

16th FLOOR
TIMES BLDG
NEW YORK
TELEPHONE
BRYANT 7337



Classified Advertisements

HELP WANTED

Assistant to business manager wanted by a high-class magazine. He must have a grasp of financial circulation and advertising matter with some magazine experience. Apply by letter to A. K. Rankine, 132 Madison Avenue, New York.

ADVERTISING MEN

Would you be interested in a high-grade, clean-cut advertising proposition which will practically be a business of your own and worth at least \$5,000 yearly? Address Gravure Pictorial Publishing Co., 200 William St., New York.

Advertising Solicitor

for well-established trade paper. Must have successful record in similar position. Editorial ability an asset. Good salary to the right man. Give full details in confidence in first letter. Box 839, care Printers' Ink.

Advertising Salesman—A fast growing national periodical is open for the services of an experienced advertising man who is a producer, is ambitious and desires a large opportunity. Must be well acquainted with New England territory. College man preferred. Address in confidence. Box 835, care Printers' Ink.

Copywriter wanted with agency experience. Send samples of work. Samples will be returned. State salary wanted and give former connections, also state the time you can be here. Give full information in first letter. Mention particularly the lines of goods handled. Will notify successful applicant by wire. Keeshen Advertising Company, Oklahoma City.

President of Advertising Company

wishes secretary. Letters received in confidence. Box 840, care Printers' Ink.

Publisher desires man with business ability, familiar with newspaper advertising details, one speaking French and having experience with French business conditions and methods, for a leading French newspaper; preferably a man who has had considerable newspaper experience in the United States. Address Box 820, care of Printers' Ink.

Advertising Solicitor—High-class national periodical requires services of young man, preferably a college man. Must have selling ability. Give full particulars. Box 836, care Printers' Ink.

MISCELLANEOUS

N. A. AGENCIES: Big Money for **BLOCKED** or **UNBLOCKED** **ELECTROTYPES;** Schworm-Mandel; 450-4th Ave.

PRINTERS' INK—"OLD" Also N. Y. City papers **PRINTERS' INK—"OLD"** Schworm-Mandel; 450-4th Ave., N.Y.

N. Agencies We Pay **BIG MONEY** for Old Magazines. Schworm-Mandel, N.Y.

N. Printers Cheapest Way to Canvas Adv. Agencies Use **SCHWORM-MANDEL SERVICE**

MAGAZINE Save Big Money. Use Schworm-Mandel **PUBLISHERS** Service to Deliver Agency Copies

Advertising plays and educational industrial pictures are made and distributed by the E. I. S. Motion Picture Corp., 205 W. 40th St., New York City.

High grade librarians, private secretaries, stenographers, indexers and file clerks. Service Bureau, 220 Broadway, New York City. Tel., Cort. 4968.

Splendid chance to obtain nearly seven years, 1910-1917, of Printers' Ink. Perfect condition, very hard to get. Answer quick. Box 827, care **PRINTERS' INK**, New York.

12¢ a Sheet Posts R.I.
FRAMED & HILDED BOARDS LISTED GUARANTEED SHOWING ADDRESS UNION TRUST BLDG., PROVIDENCE R.I.
Standish-Barnes Co.

WHAT HAVE YOU TO MANUFACTURE?

Responsible party desires to get in touch with owner of patent to article that can be manufactured in mid-west city of 200,000 population and rich surrounding territory for moderate sum and have steady, continuous demand and sale either through jobbers or agent. Will purchase patent outright or form working partnership with right man. References furnished and required. Address Box 817, care 'Printers' Ink.

POSITIONS WANTED

STENOGRAPHER—EXPERIENCED, AGE 20 YEARS, **ADVERTISING STUDENT, HIGH SCHOOL GRADUATE.** ROBINS, 1976 BELMONT AVE., NEW YORK CITY.

Woman Copy Writer, agency and manufacturing experience, writes forceful, sales-producing copy for publicity, direct advertising and house organs. Qualified as advertising manager's assistant or agency copy writer. Now employed. Box 819, care Printers' Ink.

Ideas and Schemes in abundance. A man with an abnormal faculty for originating ideas and schemes would like to connect with the right concern. Box 832, care Printers' Ink.

TO EXECUTIVES

Able Copywriter with initiative; capable of selling in the field when necessary. Want position as assistant to some big executive. Address, Box 845, care P. I.

Copywriter. Experience with one of the largest mail-order houses; also other copy experience. References; samples. College graduate. N. Y. only. \$30, less if agency. Box 842, care Printers' Ink.

Agency Plan Copy and Service Man: Special knowledge of the motor trade, and successful experience with accounts in that field. Versatile. Fast if necessary. A producer. Box 834, care P. I.

SALESMAN—SALESMANAGER

—with advertising experience, employed, outgrown his work—wishes to better himself. Exceptional faculty for originating ideas. Box 821, Printers' Ink.

Copy Writer

Writes good English; does not know it all but experienced; art and editorial training also; now employed. Moderate salary. Box 841, care Printers' Ink.

Advertising and Sales Asst.

Eight years' technical advertising and selling experience. Good copywriter, correspondent, detail man. Excellent knowledge of printing. Now engaged; seeks larger opportunity; 32; single. Box 826.

Young woman would give up Executive Position in busy printing plant to enter advertising office of concern when she could concentrate on their business. **PITTSBURGH ONLY.** What have you to offer? Box 823, care P. I.

COMMERCIAL ARTIST desirous of a position with an establishment who needs an all-round man. Designing, lettering, photo retouching, mechanical drawings, dummies—work in any medium. Engraving house experience. M. Ellingson, 203 Elm St., High Point, N. C.

Woman Copy Writer with practical experience in merchandising wishes to connect with some New York agency, or manufacturing concern. Good knowledge of drawing, layouts, type, etc. Writes strong, convincing copy. Has personality, energy and splendid references. Now employed. Box 806, P. I.

15 Years Successful Record

Selling—managing sales—purchasing—advertising—directing manufacturing and clerical departments.

Versatile—enthusiastic—adaptable—thoroughly efficient—college training—married—age 34.

Seeking genuine opportunity. Compensation based on ability. Executive, Box 830, care Printers' Ink.

ARTIST—A versatile man with a varied and practical experience in producing high-grade lettering and decoration for folders, booklets, borders, etc., and general advertising work, desires steady position in N. Y. City. Box 833, P. I.

ADVERTISING MAN

Now Agency Plan-Copy man, has ably planned, handled advertising of large institutions—manufacturing, technical, mail order—magazine, trade paper, newspaper, booklets, folders. College graduate (32), seeks real opportunity with manufacturer or established agency. Box 837, care Printers' Ink.

Young man, age 26, married, wishes to locate with Advertising Agency, preferably in New York City. At present connected with one of the largest manufacturers in the South whose advertising is nation-wide. Broad experience in conducting Poster Advertising campaigns. Can make lay-outs, do lettering and design. Seeks greater opportunity for advancement. Box 804, Printers' Ink.

PRACTICAL EXECUTIVE

advertising man open for immediate employment. A business builder who writes good snappy copy for ads and catalogs. Knows printing and engraving, layout and display. Address Box 828, P. I.

ADVERTISING REPRESENTATIVE

now covering Eastern territory for leading metropolitan daily offers his services on salary or commission basis to publisher seeking representation in this field. Send me copy of your publication and rate card, and I will submit a proposition that will interest you. **Representative, P. O. Box 504 Madison Square, New York.**

Circulation Man

26, now employed, wants responsible position with opportunity to grow. My three years' experience in all branches of circulation department work will be valuable in the office of your publication. If you need an energetic and competent assistant, or have in mind any changes in your organization, write to Box 831, care Printers' Ink.

Ass't Sales Manager

SALES MANAGER FOR SEVERAL YEARS OF HALF-MILLION DOLLAR COMPANY—NATIONAL ADVERTISER—DESIRES BROADER TRAINING AND EXPERIENCE OF WORK IN LARGE CORPORATION. HAVE HAD VALUABLE TRAINING IN TRADE EXTENSION WORK. CLEAN RECORD OF SUCCESS IN PRACTICAL APPLICATION OF SALES MANAGEMENT. COLLEGE MAN, AGE 29, ADAPTABLE, ENTHUSIASTIC AND FORCEFUL—WITH COMMON SENSE. BOX 829.

Somewhere in or near New York is an advertising agency, newspaper, trade paper, magazine or advertising department of a big house that needs American; 28; 10 years' experience; largest N. Y. advertising agency; correspondent executive organizer of proven ability; statistical and development work; slight mail-order experience. I would like to get in touch with it, as I will start moderately if prospects are good. Box 812, care Printers' Ink.

A Man With True Sales-Sense

A man, young, 28, who has carried off rare honors in practical salesmanship, who can write a good sales letter, who can direct salesmen—in fact, who is doing those very things now—wishes to connect with a concern which can utilize such ability and which can afford him a lifework. The concern's the thing, but a salary commensurate with ability will be expected. Box 822, care Printers' Ink.

Advertising Layout and Printing Detail Man

for Publisher, Agency or Advertiser. 12 years' broad, practical experience in printing and publishing fields. High-grade layouts. Know printing costs, estimating, type, stock, cuts, etc. 28 years old, married. \$30 week. Prefer New York, but will consider anywhere East. Open April 1st. Address Box 824, care Printers' Ink.

ADVERTISING SERVICES FOR SALE

A keen brain
A healthy body
A real enthusiasm
Lots of "pep"

combined with a college training and real advertising experience in copy-writing, layouts, type and printing. Have executive ability and extensive correspondence experience. Can some live-wire Sales or Advertising Manager use me as an assistant or have you an advertising position open which the above qualifications would cover? Now employed. Box 816, care Printers' Ink.

I Want

A Live Proposition

No doubt you are seeking a man of unusual selling ability.

I am an executive—young.

I am not a "specialty man" in any line, but my knowledge and general experience fit me for any. I am a keen, tactful producer.

At present in charge of a retail organization. The position I am seeking must afford a wider exercise for my abilities than is possible under the limitations of my present position.

My character and ability are beyond reproach.

My personality and poise enable me to meet men of affairs.

I do not know if I can fill your position till we have met and talked, but I am worth an interview.

L. G., Box 825, care Printers' Ink.

ADVERTISING AND SELLING. Over five years retail, manufacturing and trade journal experience, soliciting, copy writing and service details. Trained by expert of national reputation, who writes: "I really do not know of any young man of his age (31) who is better qualified." For complete information ask about No. 894. FERNALD'S EXCHANGE, INC., Third National Bank Bldg., Springfield, Mass.

Advertising Manager or assistant. Thirteen years newspaper, advertising, selling experience, six years in electrical line. Have been advertising manager two wholesale houses—started and edited two successful house organs. Good copy writer, correspondent, executive with practical knowledge of printing. Now manager sales department but want a job with bigger future. American, 32, married. Box 808, P. I.

High class executive open for a connection. Have had unusual experience both factory manager and Sales Manager. Successfully managed for a number of years a business built up from \$100,000 to more than a million yearly, employing from one hundred to hundred and twenty people, and from fifteen to twenty high-grade salesmen. A business producer and money maker, just in prime of life and in perfect health. Best references. Box 818, care P. I.

High Class Agency Man of character, unusual initiative and ideals, now connected with agency of national prominence, desires a broader opportunity in the way of a sales connection with an agency that stands for the fine and unusual in the service field. This man is a salesman of exceptional ability with a splendid record and hosts of friends within and without the trade. He has never been associated with any but high calibre accounts and connection. An American, 35 years of age, married, of exceptional patience and tact plus college training and 11 years of well-rounded experience in the agency and publishing field. Can close considerable business within the next 30 days. Drawing account against commission. N. Y. agency preferred. Box 838, care P. I.

Who Wants

A "Fit" Advertising Man

By "Fit" I mean—

A fellow with Youth—
Brains—Push—Two years of sales experience—Two years as Asst. Adv. Manager, and two years as agency representative on whopping big account. Age, 26, married and ready for w-o-r-k. Address, Box 843, care PRINTERS' INK.

Table of Contents

PRINTERS' INK, March 15, 1917

What Made Wrigley?.....	Paul Findlay	3
Interesting Estimate by Himself.		
A. W. Green's Unshakable Faith in Advertising.....		10
Death of President of National Biscuit Company Recalls His Unflinching Courage in Expanding Business.		
Making Your Ad Leak-Proof.....	Robert R. Updegraff	17
Author of "Obvious Adams" Examples That Show How We Often Unwittingly Contribute Much to the Effectiveness of Our Neighbor's Advertisements at the Expense of Our Own.		
Local Vigilance Work to Be Standardized.....		28
Standard Sanitary Mfg. Co. Sells Sinks by Advertising Kitchens.....	John Allen Murphy	32
A Selling Plan in Which the Products of Over Fifty Other Manufacturers Are Given Gratuitous Advertising.		
Raising an Advertising Appropriation by Earning It First.....		41
How the Washing Machine Manufacturers Are Paving the Way for a Co-operative Campaign to Consumers.		
Question: To What Extent Should Advertising Agent Be Press Agent?..	Special Washington Correspondence	44
Federal Trade Commission Quizzes C. M. Wessels in Shredded Wheat Company Inquiry.		
The Place of Advertising in the Technical Organization..	George H. Gibson	52
How It Should Be Correlated With Other Departments.		
Thrift Campaign Helps Sell More Sugar.....		65
How the Dominion Sugar Company Harnessed a Popular Movement.		
Regal's Ad Attacking Private Label Stirs the Trade....	Harold Whithead	68
Sales Director Gould Tells His Reasons for the Pronouncement and Quotes a Letter from George L. Dyer.		
Technical Copy Goes Under the Microscope.....		85
Effect of the Present International Situation on Our Export Trade.....	Walter F. Wyman	91
Mgr., Export Dept., The Carter's Ink Co. "It Will Be Easy to Secure Orders, Hard to Ship Them and Easy to Collect Amounts Due."		
The Law as Applied to Advertising.....	George Gordon Battle	94
Believes That, Like Other Industries, It Must Be Regulated by Legislative Enactment.		
Should Organize Censorship Board Now.....		108
Making the Salesman Substitute Real Orders for Air-Castles..	Earl D. Eddy	113
A Letter That Worked Well in One Institution.		
Naturalness of Style the Test of Effective Writing.....		118
Paving Brick Will Be Advertised to Farmers.....		124
Why the National Paving Brick Manufacturers' Association Will Now Use Farm Journals in Telling How and Why to Lay Brick.		
Legal Responsibility of Advertising Agent.....		128
Editorials		134
Excess Profits and Advertising—Hard-Pan Is Pay Dirt in Selling Talk—Advertising Prepared This Brand for Boom—The "Average Appropriation" Fallacy.		
The Little Schoolmaster's Classroom.....		138

No. 15 of a Series

Because there is real justification for the existence of Scribner's Magazine—because it appeals to a very definite stratum of the American people, who demand it and have confidence in it—it is a good investment for the advertiser who believes in building soundly.

J Advertising at the rate of \$225.00 a page if three or more pages are used within one year.

Aggressiveness

When words are spoken by a strong, aggressive man of character, they always carry weight.

The same words spoken by a man who lacks those attributes have but slight influence with anyone.

Likewise with *printed* words.

The same advertisement exactly will wield an immensely greater influence in a publication of strong dynamic force and sincere character than it ever can in a publication lacking in those qualities.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Circulation over $\left\{ \begin{array}{l} 600,000 \\ \text{500,000 Sunday} \\ 350,000 \\ \text{300,000 Daily} \end{array} \right.$

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco